

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP POST(S)	35.5	27,090
2	NFL CHAMPIONSHIP GAME-NBC(S)	34.2	26,090
3	CBS NFL CHAMPIONSHIP(S)	33.4	25,480
4	60 MINUTES	30.1	22,970
5	ROSE BOWL GAME(S)	28.6	21,820
6	DUKES OF HAZZARD	28.1	21,440
7	DALLAS	27.9	21,290
8	ALICE	26.8	20,450
9	THREE'S COMPANY	26.1	19,910
10	LITTLE HOUSE-PRAIRIE#	25.3	19,300
11	JEFFERSONS	25.2	19,230
12	ORANGE BOWL GAME(S)	25.1	19,150
13	EIGHT IS ENOUGH	24.8	18,920
14	ONE IN A MILLION(S)	23.9	18,240
15	NFL CHAMPIONSHIP POST-NBC(S)	23.8	18,160
15	SEIZURE-KATHY MORRIS(S)	23.8	18,160
17	REAL PEOPLE	23.5	17,930
18	M*A*S*H	23.4	17,850
19	FANTASY ISLAND	23.3	17,780
20	TAXI	23.1	17,630
21	CBS NFL CHAMPIONSHIP PRE(S)	22.9	17,470
21	CHIPS	22.9	17,470
21	MORK & MINDY	22.9	17,470
24	CHARLIE'S ANGELS	22.7	17,320

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP POST(S)	25.5	52,710
2	NFL CHAMPIONSHIP GAME-NBC(S)	24.2	50,130
3	CBS NFL CHAMPIONSHIP(S)	23.5	48,690
4	DUKES OF HAZZARD	22.6	46,790
5	ROSE BOWL GAME(S)	22.0	45,580
6	60 MINUTES	19.7	40,840
7	LITTLE HOUSE-PRAIRIE#	19.6	40,470
8	DALLAS	19.4	40,080
9	DISNEY'S WONDERFUL WORLD	19.2	39,720
10	ORANGE BOWL GAME(S)	19.2	39,670
11	THREE'S COMPANY	19.0	39,340
12	EIGHT IS ENOUGH	18.4	37,970
13	CHIPS	17.9	36,960
14	ALICE	17.8	36,720
15	ONE IN A MILLION(S)	17.5	36,110
16	MORK & MINDY	17.5	36,100
17	REAL PEOPLE	17.4	35,910
18	INCREDIBLE HULK	17.2	35,510
19	HAPPY DAYS	17.1	35,290
20	M*A*S*H	16.4	33,920
21	NFL CHAMPIONSHIP POST-NBC(S)	16.2	33,530
22	CHARLIE'S ANGELS	16.1	33,310

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP POST(S)	28.0	22,460
2	DALLAS	24.3	19,440
3	60 MINUTES	24.1	19,320
4	LITTLE HOUSE-PRAIRIE#	23.3	18,640
5	ALICE	22.9	18,370
6	JEFFERSONS	21.6	17,340
7	EIGHT IS ENOUGH	21.3	17,060
8	DUKES OF HAZZARD	21.1	16,930
9	SEIZURE-KATHY MORRIS(S)	21.0	16,800
10	THREE'S COMPANY	20.7	16,610
11	LOU GRANT#	20.2	16,190
12	CBS NFL CHAMPIONSHIP(S)	19.8	15,880
13	KNOTS LANDING	19.7	15,820
14	SINATRA:FIRST 40 YEARS(S)	19.5	15,590
15	M*A*S*H	19.2	15,360
16	VEGA\$	19.1	15,310
17	ROSE BOWL GAME(S)	18.8	15,060
18	TRAPPER JOHN, M.D.	18.7	14,990
19	CHARLIE'S ANGELS	18.6	14,900
20	WALTONS	18.6	14,890

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	35.6	25,670
2	CBS NFL CHAMPIONSHIP(S)	33.7	24,290
3	CBS NFL CHAMPIONSHIP POST(S)	32.2	23,200
4	ROSE BOWL GAME(S)	31.6	22,770
5	ORANGE BOWL GAME(S)	28.1	20,260
6	60 MINUTES	24.5	17,630
7	NFL CHAMPIONSHIP POST-NBC(S)	23.8	17,150
8	CBS NFL CHAMPIONSHIP PRE(S)	22.7	16,380
9	DUKES OF HAZZARD	21.1	15,230
10	REAL PEOPLE	19.0	13,680
11	DALLAS	18.8	13,550
12	ALICE	18.4	13,240
13	CBS WEDNESDAY NIGHT MOVIE#	17.3	12,450
14	BIG EVENT	17.2	12,410
15	THREE'S COMPANY	17.1	12,310
16	CHIPS	16.6	11,950
17	ABC SUNDAY NIGHT MOVIE	16.1	11,620
18	LITTLE HOUSE-PRAIRIE#	16.1	11,610
19	JEFFERSONS	16.0	11,550
20	DISNEY'S WONDERFUL WORLD	15.8	11,360
21	SINATRA:FIRST 40 YEARS(S)	15.5	11,190
22	INCREDIBLE HULK	15.4	11,090
23	TOURNAMENT-ROSES PARADE(S)	15.3	11,040
24	ARCHIE BUNKER'S PLACE#	15.2	10,970

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP POST(S)	24.7	12,340
2	DALLAS	23.7	11,850
3	EIGHT IS ENOUGH	23.1	11,530
4	DUKES OF HAZZARD	21.1	10,520
5	SEIZURE-KATHY MORRIS(S)	21.0	10,490
6	THREE'S COMPANY	20.8	10,370
7	LOU GRANT#	20.7	10,340
8	BIG EVENT	20.1	10,020
9	FANTASY ISLAND	19.5	9,750
9	M*A*S*H	19.5	9,750
11	KNOTS LANDING	19.4	9,680
12	MORK & MINDY	19.2	9,580
13	CBS NFL CHAMPIONSHIP(S)	19.1	9,540
14	VEGA\$	19.0	9,490
15	TAXI	19.0	9,470
16	LITTLE HOUSE-PRAIRIE#	18.8	9,400
17	BENSON	18.7	9,330
18	ONE IN A MILLION(S)	18.6	9,270
19	60 MINUTES	18.5	9,220

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE	36.1	8,780
2	CBS NFL CHAMPIONSHIP POST(S)	34.3	8,350
3	60 MINUTES	34.0	8,280
4	JEFFERSONS	31.5	7,670
5	WALTONS	31.4	7,640
6	LITTLE HOUSE-PRAIRIE#	31.4	7,630
7	SINATRA:FIRST 40 YEARS(S)	30.3	7,380
8	ARCHIE BUNKER'S PLACE#	28.3	6,890
9	ORANGE BOWL PARADE(S)	27.1	6,600
10	TOURNAMENT-ROSES PARADE(S)	27.0	6,560
11	ONE DAY AT A TIME#	26.5	6,440
12	BARNABY JONES	24.4	5,930
12	DALLAS	24.4	5,930
14	TRAPPER JOHN, M.D.	23.5	5,720
15	CBS NFL CHAMPIONSHIP(S)	21.5	5,230
15	REAL PEOPLE	21.5	5,230
17	CBS EVENING NEWS-CRONKITE	21.3	5,180
18	ROSE BOWL GAME(S)	21.1	5,130
19	DIFFRENT STROKES	21.0	5,110
20	DUKES OF HAZZARD	20.9	5,080
21	CBS WEDNESDAY NIGHT MOVIE#	20.8	5,070

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	36.4	17,290
2	CBS NFL CHAMPIONSHIP(S)	31.9	15,150
3	ROSE BOWL GAME(S)	30.8	14,630
4	CBS NFL CHAMPIONSHIP POST(S)	29.0	13,760
5	ORANGE BOWL GAME(S)	28.1	13,320
6	NFL CHAMPIONSHIP POST-NBC(S)	24.3	11,550
7	CBS NFL CHAMPIONSHIP PRE(S)	23.0	10,930
8	60 MINUTES	20.5	9,750
9	DUKES OF HAZZARD	20.0	9,500
10	ABC SUNDAY NIGHT MOVIE	18.2	8,660
11	BIG EVENT	17.9	8,500
12	REAL PEOPLE	17.7	8,410
13	DISNEY'S WONDERFUL WORLD	17.4	8,250
14	SOAP	17.2	8,180
15	THREE'S COMPANY	16.7	7,930
16	BARNEY MILLER	16.3	7,750
17	BUCK ROGERS-25TH CENTURY	16.2	7,670
18	CBS WEDNESDAY NIGHT MOVIE#	16.1	7,650
19	MORK & MINDY	15.8	7,490
20	CHIPS	15.7	7,470
20	DALLAS	15.7	7,470
22	INCREDIBLE HULK	15.5	7,360

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP POST(S)	40.9	7,820
2	CBS NFL CHAMPIONSHIP(S)	36.7	7,010
3	ROSE BOWL GAME(S)	35.4	6,770
4	60 MINUTES	35.1	6,720
5	NFL CHAMPIONSHIP GAME-NBC(S)	34.2	6,540
6	ALICE	31.5	6,020
7	ORANGE BOWL GAME(S)	29.3	5,600
8	JEFFERSONS	27.0	5,170
9	TOURNAMENT-ROSES PARADE(S)	26.3	5,020
10	ARCHIE BUNKER'S PLACE#	25.7	4,920
11	SINATRA:FIRST 40 YEARS(S)	24.9	4,770
12	LITTLE HOUSE-PRAIRIE#	24.6	4,710
13	DALLAS	23.7	4,540
14	WALTONS	23.3	4,450
15	REAL PEOPLE	23.2	4,440
16	DUKES OF HAZZARD	22.9	4,380
17	ONE DAY AT A TIME#	22.6	4,320
18	CBS NFL CHAMPIONSHIP PRE(S)	22.3	4,270
19	TRAPPER JOHN, M.D.	21.2	4,060
20	ORANGE BOWL PARADE(S)	21.0	4,020
21	BARNABY JONES	20.9	3,990
22	NFL CHAMPIONSHIP POST-NBC(S)	20.8	3,970
23	CBS EVENING NEWS-CRONKITE	19.3	3,690
23	CBS WEDNESDAY NIGHT MOVIE#	19.3	3,690

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 13, 1980

NIELSEN AVERAGE AUDIENCE

MEN 18-49

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

MEN 55+

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

CONT'D

23	SHERIFF LOBO#	19.3	3,690
----	---------------	------	-------

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
•EVENING																																		
ABC FRIDAY NIGHT MOVIE 11 195 192 A 15.5 25 1183 1815 770 330 847 334 572 522 111 196 678 265 430 438 92^148 174 66^ 116 81^																																		
1 FRI. 9.46P 89 ABC FF 99 98 B 15.1 26 1152 1916 792 328 875 375 580 496 111 228 617 253 412 379 80 147 175 91 249 189																																		
2 FRI. 9.00P 120 A 17.4 27 1328 1703 812 328 884 344 581 540 117^209 620 259 361 368 83^138^ 96^ 65^ 103^ 27^																																		
9.00 - 9.30 A 18.2 28 1389 1708 816 321 893 355 601 564 114^205 651 289 393 415 90^138^ 74^ 59^ 90^ 18^																																		
9.30 - 10.00 A 15.1 24 1152 1851 748 344 826 335 565 522 103^176 705 283 460 472 91^141 206 69^ 114 94^																																		
10.00 - 10.30 A 15.4 25 1175 1830 738 316 820 331 556 513 99^187 690 262 452 442 103^158 220 74^ 100^ 89^																																		
10.30 - 11.00																																		
ABC MONDAY NIGHT MOVIE 2 173 174 A 14.6 24 1114 2010 714 301 774 310 509 476 104^191 713 323 502 414 77^169 254 109^ 269 227																																		
1 MON. 9.00P 110 ABC FF 95 95 B 14.6 24 1114 2010 714 301 774 310 509 476 104 191 713 323 502 414 77 169 254 109 269 227																																		
2 MON. 8.30P 150 A 14.0 19 1068 2329 769 356 848 380 587 534 116^193^ 836 403 617 512 96^170^ 347 175^ 298 214^																																		
8.30 - 9.00 A 13.3 21 1015 2060 700 319 776 300 492 459 122 208 713 292 492 414 74^186 269 110^ 302 241																																		
9.00 - 9.30 A 14.6 24 1114 1935 690 284 747 291 465 437 118 203 683 300 455 365 80^190 223 95^ 282 243																																		
9.30 - 10.00 A 15.8 27 1206 1968 733 292 787 313 529 502 91^185 702 328 498 409 71^157 239 101 240 208																																		
10.00 - 10.30 A 14.7 26 1122 1991 729 297 777 313 526 491 86^178 715 340 520 440 70^142 249 100^ 250 226																																		
10.30 - 11.00																																		
ABC NEWS CLOSEUP(S) 181 A 9.7 15 740 1874 573 195^ 627 155^ 307^320^ 49^249^ 733 407 521 354 48^150^ 200^164^ 314^ 258^																																		
2 SUN. 7.00P 60 ABC DO 97 A 9.3 15 710 1803 563 161^ 612 136^ 283^285^ 50^267^ 713 381 484 335^ 52^159^ 203^166^ 275^ 225^																																		
7.00 - 7.30 A 10.1 15 771 1927 582 224^ 641 173^ 331 353 42^229^ 748 432 555 372 46^141^ 192^159^ 346 287^																																		
7.30 - 8.00																																		
ABC NEWSBRIEF-M-F 84 186 187 A 18.3 28 1396 1931 731 315 800 336 526 461 104 203 634 282 419 351 85 163 216 116 281 204																																		
1 MON. 8.57P 2 ABC N 97 97 B 18.4 29 1404 1836 693 279 771 310 486 424 105 221 636 261 399 352 98 186 193 100 236 168																																		
1 TU-TH 9.58P 1																																		
1 FRI. 9.43P 1																																		
2 MON. 8.28P 1																																		
2 TU & W 9.58P 1																																		
2 THU. 9.57P 2																																		
2 FRI. 8.58P 1																																		
ABC NEWSBRIEF-SAT. 17 194 183 A 20.2 33 1541 1880 781 337 880 333 523 485 112 259 562 216 331 310 72^175 164 83 274 199																																		
SAT. 9.58P 1 ABC N 98 94 B 19.4 33 1480 1856 752 286 845 306 481 432 119 294 575 221 345 313 88 184 171 108 265 209																																		
ABC NEWSBRIEF-SUN. 17 177 192 A 14.4 21 1099 2069 647 287 726 290 486 453 52^163 712 304 491 445 62^141 286 166 345 258																																		
1 SUN. 7.58P 1 ABC N 96 98 B 17.3 26 1320 2119 646 317 727 381 555 434 64 132 718 381 551 435 68 118 263 132 411 283																																		
2 SUN. 8.58P 1																																		
ABC SUNDAY NIGHT MOVIE 15 196 196 A 21.4 31 1633 1878 627 276 695 357 521 415 77 131 712 387 529 419 60^104 318 139 153 123																																		
1 SUN. 8.00P 146 ABC FF 99 99 B 20.7 32 1579 1995 705 322 774 385 579 479 73 141 782 387 586 504 72 130 248 114 191 151																																		
2 SUN. 9.00P 115 A 18.2 25 1389 1876 566 247 638 342 492 365 77^126^ 657 347 482 356 75^104^ 338 126^ 243 200																																		
8.00 - 8.30 A 21.3 29 1625 1815 537 262 604 326 457 358 82^116^ 670 350 499 379 69^95^ 342 146^ 199 163																																		
8.30 - 9.00 A 21.8 31 1663 1949 633 273 698 363 523 426 73^125 740 397 555 454 58^103 328 154 183 134																																		
9.00 - 9.30 A 22.1 32 1686 1883 640 269 700 356 518 422 73 135 725 400 545 428 60^101 315 138 143 111																																		
9.30 - 10.00 A 22.4 34 1709 1847 643 299 715 371 541 432 76 128 720 399 543 419 59^105 305 130 107 96																																		
10.00 - 10.30 A 20.4 33 1557 1864 729 312 804 381 591 465 100^162 695 390 494 416 52^113^ 287 140^ 78^ 65^																																		
10.30 - 11.00																																		
ABC WORLD NEWS TONIGHT 70 198 200 A 13.7 23 1045 1602 682 254 749 202 380 372 131 300 657 192 352 354 99 237 91 61 105 60																																		
M-F 6.30P 30 ABC N 98 99 B 13.1 24 1000 1603 672 235 750 203 377 364 112 301 645 188 345 329 109 247 98 52 110 70																																		
ABC WRLD NEWS TONIGHT-SUN 12 150 A 9.4 15 717 1752 701 264^ 762 145^ 315^349 100^387 771 317^ 436 298^ 135^294^ 95^ 62^ 124^ 89^																																		
1 SUN. 6.30P 30 ABC N 87 B 8.5 16 649 1763 741 262 828 218 416 384 120 354 668 204 343 309 97 273 109 50 158 91																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																														
EVENING CONT'D																																					
ABC WRLD NEWS-SUN(B)												A	8.0	15	610	2008	829	251	898	227	504	486	49	300	811	243	438	412	154	313	203	111	96	v	96		
2 SUN. 6.30P 30 ABC N											66																										
ALICE										13	194	198	A	26.8	38	2045	1796	823	278	898	206	379	406	158	429	648	179	303	281	129	294	121	67	129	93		
1 SUN. 9.06P 30 CBS CS										99	99	B	26.2	38	1999	1835	796	287	890	250	429	402	165	391	618	174	310	290	124	258	140	83	187	130			
2 SUN. 9.00P 30																																					
ANGIE										15	197	A	19.0	28	1450	2106	822	275	862	295	476	463	114	285	537	171	316	309	53	160	284	158	423	326			
1 TUE. 8.30P 30 ABC CS										99	99	B	22.1	35	1686	1862	708	290	795	333	497	413	105	239	527	227	330	275	78	162	207	122	333	221			
ARCHIE BUNKER'S PLACE										15	197	A	22.2	33	1694	1688	795	286	853	176	318	375	192	407	648	162	287	311	152	290	64	44	123	87			
2 SUN. 8.00P 30 CBS CS										99	99	B	23.1	35	1763	1813	768	262	861	192	352	353	167	428	692	170	317	310	144	314	119	64	141	96			
B.A.D. CATS										2	194	188	A	17.1	26	1305	2025	679	338	749	283	459	354	130	223	741	285	469	423	128	207	234	92	301	226		
FRI. 8.00P 60 ABC OP										98	97	B	17.1	26	1305	2025	679	338	749	283	459	354	130	223	741	285	469	423	128	207	234	92	301	226			
8 9.16P 30																																					
8.00 - 8.30												A	17.3	27	1320	2030	656	321	727	266	432	347	138	228	764	295	473	418	134	226	217	90	322	241			
8.30 - 9.00												A	17.5	27	1335	2042	686	342	743	281	451	353	129	225	741	290	473	410	141	211	234	101	324	232			
B.J. AND THE BEAR										13	203	A	17.5	28	1335	1960	636	260	752	329	456	392	98	221	688	231	410	372	129	241	146	83	374	246			
2 SAT. 9.00P 60 NBC A										97	97	B	17.0	29	1297	2108	673	262	753	268	458	392	105	234	719	241	441	394	116	215	242	76	394	286			
9.00 - 9.30												A	17.9	29	1366	1947	616	254	732	318	434	375	104	222	680	220	403	375	135	240	152	84	383	245			
9.30 - 10.00												A	17.2	28	1312	1950	653	262	767	338	474	403	92	221	687	240	412	363	123	238	134	80	362	247			
BAKER FOR PRESIDENT(S)										173		A	12.2	22	931	1896	858	322	874	405	572	466	108	207	744	359	529	340	117	184	203	52	75	54			
1 SAT. 10.54P 6 CBS P										96																											
BARNABY JONES										3	183	166	A	18.5	27	1412	1853	815	234	930	274	437	397	144	418	628	160	287	275	135	281	95	56	200	120		
THU. 9.00P 60 CBS PD										96	90	B	18.9	29	1442	1831	811	232	930	271	443	386	158	416	628	169	300	266	132	278	103	61	170	100			
9.00 - 9.30												A	17.8	26	1358	1889	825	225	928	274	437	388	147	421	626	161	291	272	132	280	94	55	171	153			
9.30 - 10.00												A	19.2	29	1465	1816	804	239	929	270	432	401	142	419	628	156	279	276	140	285	98	59	161	90			
BARNEY MILLER										13	190	173	A	21.8	32	1663	1745	685	302	751	335	519	466	71	176	621	351	466	354	61	117	185	103	188	134		
THU. 9.00P 30 ABC CS										98	94	B	21.1	33	1610	1791	702	289	776	332	511	438	101	210	614	274	401	351	90	172	201	104	200	146			
BENSON										15	200	189	A	22.2	32	1694	1957	745	360	806	340	550	513	84	190	607	282	404	346	67	143	198	130	346	223		
THU. 8.30P 30 ABC CS										99	96	B	20.8	33	1587	1925	719	299	801	317	520	452	106	222	602	242	383	347	83	169	222	122	300	209			
BEST-SATURDAY NIGHT LIVE										8	194	A	16.9	26	1289	1615	505	252	616	290	438	372	55	139	607	348	500	420	40	84	291	84	101	87			
1 WED. 10.00P 60 NBC GV										97	97	B	15.3	26	1167	1684	599	281	702	357	527	428	64	130	631	360	505	411	51	91	247	102	104	90			
10.00 - 10.30												A	17.4	26	1328	1665	528	265	660	315	465	380	51	153	605	342	498	426	45	87	291	80	109	89			
10.30 - 11.00												A	16.3	26	1244	1560	481	239	569	262	410	367	56	121	607	354	502	412	34	81	291	88	93	85			
BIG EVENT										15	205	206	A	20.3	30	1549	2015	811	398	921	413	647	522	119	216	800	329	548	500	95	193	131	67	163	114		
1 SUN. 8.00P 180 NBC FV										99	99	B	19.2	29	1465	2053	749	303	837	332	533	474	117	232	764	304	501	438	108	203	194	79	258	178			
2 SUN. 9.00P 120																																					
8.00 - 8.30												A	19.4	27	1480	2273	872	446	975	425	672	564	118	223	784	327	495	468	93	202	178	85	336	197			
8.30 - 9.00												A	21.3	29	1625	2134	902	454	1020	435	689	572	137	250	792	322	502	469	107	216	152	82	170	91			
9.00 - 9.30												A	20.1	28	1534	2028	790	390	906	405	646	519	114	203	803	324	566	518	85	176	135	76	184	135			
9.30 - 10.00												A	20.3	29	1549	2003	788	388	899	418	641	511	118	208	797	333	555	501	88	190	123	71	184	142			
10.00 - 10.30												A	20.5	31	1564	1907	786	376	885	402	623	498	120	212	796	332	557	500	95	189	120	56	106	82			
10.30 - 11.00												A	20.6	33	1572	1911	792	378	902	403	631	502	119	218	814	332	561	507	97	199	108	48	87	70			
BUCK ROGERS-25TH CENTURY										13	198	185	A	17.2	26	1312	2183	625	249	702	294	486	404	74	172	784	373	585	483	74	155	272	73	425	292		
THU. 8.00P 60 NBC SF										97	96	B	17.0	27	1297	2146	586	245	657	329	492	404	58	124	721	365	556	474	60	110	303	88	465	347			
CONT'D																																					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18- 34	WOMEN 18-25- 54			MEN 55- 64 55+			TOTAL	18- 34	MEN 18-25- 54			55- 64 55+			TOTAL FEM.	TOTAL M.							
EVENING CONT'D																																						
DALLAS-CONT'D																																						
		10.00 - 10.30							A	28.2	45	2152	1835	811 276	886 319	527 473	136 279	617 206	330 339	107^221	109^	72^A	223	161														
		10.30 - 11.00							A	28.0	45	2136	1880	848 291	921 348	562 495	135 276	622 224	340 321	111 212	134	91	203	156														
		11.00 - 11.30							A	27.6	47	2106	1873	863 322	924 326	568 490	133 291	697 240	401 384	114^208	142	92^A	110^	93^A														
DIFFERENT STROKES														9	196	204	A	20.5	30	1564	1953	720 287	863 297	478 396	104 328	601 199	365 319	90 195	214	67^A	275	201						
	WED.	9.00P	30	NBC	CS		96 99		B	19.7	30	1503	1798	705 255	777 247	443 392	111 275	601 232	382 336	94 182	203	83	217	161														
DISNEY'S WONDERFUL WORLD														14	199	210	A	21.0	31	1602	2479	744 247	820 369	567 464	99 218	709 297	515 446	67^154	232	110	718	503						
	1 SUN.	7.00P	60	NBC	FV		97 98		B	17.2	28	1312	2385	704 248	778 346	530 446	86 198	737 317	512 443	89 163	246	91	624	410														
	2 SUN.	7.00P	120																																			
		7.00 - 7.30							A	18.1	28	1381	2573	761 253	826 368	594 486	98 206	718 304	530 466	59^144	250	114	779	537														
		7.30 - 8.00							A	21.7	32	1656	2511	744 265	816 376	577 472	101 199	698 312	515 452	57^135	254	124	743	509														
		8.00 - 8.30							A	23.7	35	1808	2367	715 222	795 360	535 429	97^231	710 274	501 424	81^185	200	95^A	662	482														
		8.30 - 9.00							A	22.7	33	1732	2379	753 232	845 364	550 445	93^255	713 273	504 433	86^178	193	86^A	628	456														
DUKES OF HAZZARD														15	195	196	A	28.1	43	2144	2182	700 247	790 308	491 412	107 236	709 238	443 401	107 203	201	105	482	331						
	1 FRI.	9.20P	60	CBS	CS		98 99		B	22.6	38	1724	2123	687 241	766 280	469 405	117 242	652 219	408 371	111 189	217	96	488	331														
	2 FRI.	9.00P	60																																			
		9.00 - 9.30							A	29.7	46	2266	2086	636 237	713 269	442 395	100^206	643 219	394 376	89^190	199	101^A	531	371														
		9.30 - 10.00							A	28.1	43	2144	2193	683 244	774 296	476 399	106 237	732 248	460 412	112 208	207	108	480	326														
		10.00 - 10.30							A	29.5	45	2251	2197	805 267	901 376	589 465	121 253	701 237	435 387	117 198	198	108	397	272														
EIGHT IS ENOUGH														14	201	201	A	24.8	37	1892	2007	797 336	903 389	610 495	119 237	422 149	237 204	77 137	225	141	457	301						
	WED.	8.00P	60	ABC	CS		99 99		B	24.1	38	1839	1954	740 277	844 340	524 426	110 260	491 190	299 246	76 153	237	153	382	259														
		8.00 - 8.30							A	24.1	36	1839	2009	794 328	898 384	607 496	113 233	426 145	240 209	78 138	217	131	468	307														
		8.30 - 9.00							A	25.6	37	1953	1991	793 337	898 388	607 496	119 235	413 148	229 201	76 136	237	152	443	294														
FANTASY ISLAND														12	202	182	A	23.3	40	1778	1831	731 305	835 362	549 489	102 205	540 240	348 310	62^135	211	116	245	199						
	SAT.	10.00P	60	ABC	A		99 93		B	20.0	36	1526	1817	742 292	838 325	512 458	107 251	580 236	371 327	73 166	189	115	210	172														
		10.00 - 10.30							A	23.2	39	1770	1853	750 318	854 359	558 500	105 211	544 239	348 312	61^138	203	110	252	200														
		10.30 - 11.00							A	23.4	41	1785	1805	708 289	813 365	540 477	97 195	532 240	348 308	64^130	220	121	240	202														
GUINNESS BK-WORLD RECORDS(S)														193			A	17.9	26	1366	2235	700 278	769 300	532 490	56^176	780 347	539 485	63^152^A	257	170^A	429	292						
	2 SUN.	8.00P	60	ABC	SC		98																															
		8.00 - 8.30							A	16.4	24	1251	2273	732 287	807 305	548 509	61^193	761 332	523 487	59^147^A	255	164^A	450	295														
		8.30 - 9.00							A	19.3	28	1473	2206	674 270	737 294	516 477	50^163^A	794 357	551 486	66^154^A	263	179	412	291														
HAPPY DAYS														16	200	207	A	22.2	33	1694	2083	743 280	802 321	493 439	100 242	534 204	315 313	62^142	248	132	499	343						
	TUE.	8.00P	30	ABC	CS		99 99		B	22.2	36	1694	1951	692 284	775 328	494 415	98 223	551 246	357 300	77 153	224	125	401	265														
HART TO HART														9	198	197	A	20.5	34	1564	1715	775 256	828 387	566 462	91 207	607 262	389 326	77^173	162	83	118	104						
	TUE.	10.00P	60	ABC	PD		99 98		B	20.5	35	1564	1632	741 294	819 369	552 473	98 204	574 252	368 331	83 163	153	74	86	70														
		10.00 - 10.30							A	20.9	34	1595	1715	769 265	823 382	555 458	93 211	605 264	399 331	72^166	164	90	123	104														
		10.30 - 11.00							A	20.2	35	1541	1701	773 246	826 391	571 466	87 199	606 262	381 318	83 179	156	74^A	113	102														
HAWAII FIVE-O														5	179	174	A	16.1	24	1228	1871	838 332	920 339	430 437	122 382	752 262	406 346	112 293	98^	57^A	101	69^A						
	TUE.	9.00P	60	CBS	OP		97 96		B	14.9	23	1137	1726	777 275	854 203	383 390	145 382	683 209	345 312	117 281	89	51	100	69														
		9.00 - 9.30							A	15.1	22	1152	1923	851 321	925 241	429 439	119 384	762 275	416 343	113 300	106	58^A	130	86^A														
		9.30 - 10.00							A	17.0	25	1297	1825	833 343	919 240	432 436	126 383	743 250	398 352	112 289	89^	52^A	74^A	51^A														
HOUSE CALLS														3	173	183	A	21.0	35	1602	1876	828 352	891 349	572 477	123 264	562 230	373 312	103 157	181	130	242	181						
	MON.	9.30P	30	CBS	CS		96 98		B	21.7	35	1656	1802	794 333	856 339	548 463	112 249	587 231	384 341	94 158	168	107	191	144														
INCREDIBLE HULK CONT'D														13	195	193	A	21.2	33	1618	2195	668 214	759 342	511 420	92 199	684 265	454 397	112 180	166	73^A	586	355						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																																					
LYNDA CARTER'S SPECIAL(S)											171		A	18.5	30	1412	1982	837	333	864	303	513	504	136	289	701	269	465	458	69	178	116	66	301	212		
2 SAT. 8.00P 60 CBS GV											96		A	18.8	31	1434	2014	853	346	880	310	524	524	137	290	701	254	460	465	67	179	119	67	314	217		
8.00 - 8.30													A	18.2	29	1389	1942	818	316	846	295	499	478	140	293	697	285	472	446	74	177	112	67	287	203		
8.30 - 9.00																																					
M*A*S*H										16	175	190	A	23.4	38	1785	1900	795	331	861	351	545	464	100	249	557	230	373	317	87	154	171	107	311	228		
MON. 9.00P 30 CBS CS										95	98		B	25.1	37	1915	1869	721	294	802	339	522	451	99	220	585	235	383	342	82	157	219	101	263	186		
MORK & MINDY										2	200	197	A	22.9	35	1747	2066	695	338	768	361	549	498	81	165	601	308	430	357	54	105	222	135	475	316		
THU. 8.00P 30 ABC CS										99	98		B	22.9	35	1747	2066	695	338	768	361	549	498	81	165	601	308	430	357	54	105	222	135	475	316		
NBC FRIDAY NIGHT MOVIE										1	197		A	9.6	15	732	1929	669	157	742	206	320	312	139	395	687	183	390	351	108	284	198	74	302	198		
2 FRI. 9.00P 120 NBC FF										97			B	9.6	15	732	1929	669	157	742	206	320	312	139	395	687	183	390	351	108	284	198	74	302	198		
9.00 - 9.30													A	9.3	14	710	1992	752	235	827	231	337	345	179	424	602	148	301	267	102	301	211	86	352	193		
9.30 - 10.00													A	8.8	14	671	2231	714	171	800	223	339	332	156	426	707	182	381	357	107	326	225	88	499	348		
10.00 - 10.30													A	10.1	16	771	1760	601	97	670	179	290	266	107	380	699	194	421	373	106	254	170	59	221	172		
10.30 - 11.00													A	10.2	16	778	1766	621	125	685	194	318	305	115	357	724	198	438	397	120	261	193	66	164	95		
NBC MONDAY NIGHT MOVIES										13	180	205	A	15.5	26	1183	1840	747	207	824	222	417	425	123	318	727	203	411	388	114	261	168	67	121	88		
MON. 9.00P 120 NBC FF										93	99		B	19.4	31	1480	1686	788	279	878	300	506	474	135	285	570	214	346	311	82	175	139	80	99	70		
9.00 - 9.30													A	14.8	24	1129	1966	786	187	877	215	415	425	137	367	735	188	383	366	128	295	164	59	190	110		
9.30 - 10.00													A	14.9	25	1137	1833	760	236	844	213	415	433	126	334	735	202	411	394	112	266	159	68	95	75		
10.00 - 10.30													A	16.3	28	1244	1777	719	208	789	227	414	416	114	293	718	206	419	389	114	251	166	68	104	88		
10.30 - 11.00													A	16.3	30	1244	1754	712	193	778	226	421	421	112	280	705	207	421	392	101	231	175	71	96	80		
NBC NEWS UPDATE-M-F										70	184	179	A	18.5	28	1412	2059	725	274	813	262	453	406	117	298	780	270	482	416	109	253	147	58	319	232		
1 M-WTHF 8.58P 1 NBC N										92	93		B	17.7	27	1351	1956	712	249	792	260	436	392	117	287	659	231	393	352	102	217	171	69	334	230		
1 TUE. 9.32P 2																																					
2 M-F 8.58P 1																																					
NBC NEWS UPDATE-SAT.										14	186	186	A	22.1	35	1686	2102	735	300	845	326	519	404	128	269	664	240	408	359	107	210	177	70	416	271		
1 SAT. 9.10P 1 NBC N										93	93		B	18.8	32	1434	2042	717	284	807	280	474	410	111	260	654	225	388	361	101	203	200	80	381	257		
2 SAT. 8.58P 1																																					
NBC NEWS UPDATE-SUN.										13	190	192	A	21.5	30	1640	2144	830	348	935	395	633	508	107	242	739	298	506	442	97	184	157	73	313	227		
1 SUN. 9.09P 1 NBC N										96	95		B	18.7	27	1427	2064	760	299	844	316	518	482	112	244	737	285	471	411	107	206	188	77	295	200		
2 SUN. 8.58P 1																																					
NBC NIGHTLY NEWS-SAT.										13	138	137	A	11.3	20	862	1578	622	267	710	172	346	333	140	307	716	163	328	369	107	301	70	57	82	47		
SAT. 6.30P 30 NBC N										79	79		B	10.0	20	763	1675	727	202	797	211	350	327	154	387	652	164	295	298	111	287	86	46	140	67		
NBC NIGHTLY NEWS-SUN.										7	148	149	A	9.4	16	717	1651	627	228	721	165	386	358	111	299	658	180	378	350	91	244	46	14	226	186		
SUN. 6.30P 30 NBC N										82	78		B	8.3	14	633	1764	753	229	825	173	333	337	164	409	670	167	349	322	106	286	77	36	192	127		
NBC NIGHTLY NEWS										68	205	205	A	14.8	25	1129	1686	747	245	823	200	342	307	168	420	687	196	321	282	120	324	64	31	112	75		
1 M-WTHF 6.30P 30 NBC N										99	99		B	13.7	25	1045	1678	739	221	819	200	343	309	169	419	658	165	287	272	113	319	79	42	122	75		
2 M-F 6.30P 30																																					
NEW KIND OF FAMILY										3	196		A	16.7	27	1274	1921	743	226	834	265	421	340	113	348	580	167	332	304	69	217	231	133	276	205		
1 SAT. 8.30P 30 ABC CS										98			B	14.1	24	1076	1894	720	246	790	230	389	327	140	356	606	186	337	314	91	229	214	144	284	200		
NEWSBREAK-M-F										79	164	161	A	16.7	25	1274	2013	744	280	847	290	483	439	124	291	662	229	399	348	113	211	160	73	344	225		
M-F 8.58P 1 CBS N										91	90		B	15.2	24	1160	1947	706	258	794	282	456	395	121	278	601	202	350	320	95	198	196	92	356	225		
NEWSBREAK-SAT.										16	159	159	A	13.9	22	1061	1910	786	332	815	261	454	420	147	313	701	248	462	436	74	189	137	37	257	143		
SAT. 8.58P 1 CBS N										92	92		B	12.3	21	938	2011	661	282	750	284	452	384	135	243	681	243	438	376	107	193	198	95	382	235		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																TOTAL		LADY WORK- ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																																	
NEWSBREAK-SUN.																																	
1	SUN.	8.04P	1	CBS	N	16	174	168	A 26.3 38	2007	1874	741	335	872	240	441	438	139	347	753	247	429	397	126	268	116	47^	133	86				
2	SUN.	8.58P	1			95	95		B 24.0 35	1831	1868	775	303	874	250	437	413	151	366	648	187	346	321	120	250	150	83	196	132				
ONE DAY AT A TIME																																	
2	SUN.	8.30P	30	CBS	CS	13	190		A 21.1 31	1610	1740	788	305	870	195	362	395	193	400	616	165	292	315	131^	268	110^	68^	144^	88^				
						98			B 24.5 36	1869	1877	775	293	865	240	413	388	160	379	640	182	328	313	126	258	157	85	215	148				
ONE IN A MILLION(S)																																	
2	TUE.	8.30P	30	ABC	CS		202		A 23.9 35	1824	1980	720	287	784	333	509	437	76^	232	546	210	293	299	73^	162	266	151	384	261				
						99																											
ORANGE BOWL GAME(S)																																	
1	TUE.	8.00P	191	NBC	SE		218		A 25.1 38	1915	2072	591	333	692	259	464	426	83^	195	1059	400	697	640	143	292	81^	21^	240	211				
		8.00 - 8.30							A 26.0 40	1984	2090	582	312	686	249	450	400	87^	213	1038	361	662	602	152	313	109^	42^	257	219				
		8.30 - 9.00							A 25.8 38	1969	2033	577	307	673	254	443	405	81^	199	1031	358	659	609	149	312	86^	21^	243	215				
		9.00 - 9.30							A 26.4 38	2014	2127	628	357	712	270	478	458	85^	193	1097	457	740	649	142	293	82^	22^	236	214				
		9.30 - 10.00							A 24.7 36	1885	2114	614	352	701	255	475	448	85^	192	1080	431	732	655	140	285	90^	20^	243	211				
		10.00 - 10.30							A 25.6 39	1953	2129	592	322	692	251	479	440	73^	177	1101	415	726	690	134	290	75^	11^	261	221				
		10.30 - 11.00							A 23.8 39	1816	2039	558	338	695	279	473	416	78^	190	1070	401	703	683	138	279	48^	11^	226	201				
ORANGE BOWL PARADE(S)																																	
1	MON.	8.00P	60	NBC	AC		191		A 14.9 27	1137	1996	843	146^	911	122^	300	282	189^	581	685	184^	292	236	141^	355	133^	48^	267	193^				
		8.00 - 8.30				95			A 14.9 26	1137	1978	875	204^	942	148^	317	277	194^	594	678	184^	285	219	143^	362	113^	42^	245	187^				
		8.30 - 9.00							A 15.0 27	1145	1990	800	85^	866	92^	277	281	185^	563	679	179^	295	251	137^	340	155^	56^	290	195^				
PARIS																																	
						5	180	176	A 14.3 24	1091	1680	726	300	818	230	411	400	151	343	690	215	391	334	143	245	127	63^	45^	33^				
TUE. 10.00P 60 CBS OP 98 96																																	
		10.00 - 10.30							B 13.9 24	1061	1554	708	255	794	212	390	401	136	327	636	182	328	315	135	240	83	39	41	26				
		10.30 - 11.00							A 14.5 23	1106	1702	730	302	818	233	413	402	151	338	700	227	402	342	140	244	132	79^	52^	34^				
									A 14.0 24	1068	1659	722	295	818	228	408	398	150	347	684	205	382	326	146	251	121	45^	36^	31^				
PRIME TIME SATURDAY																																	
SAT.		10.00P	60	NBC	DN	2	203	193	A 11.2 19	855	1682	703	284	802	203	432	397	177	311	644	136^	329	328	147	273	114^	31^	122^	82^				
		10.00 - 10.30				99	96		B 11.2 19	855	1682	703	284	802	203	432	397	177	311	644	136	329	328	147	273	114	31	122	82				
		10.30 - 11.00							A 11.6 20	885	1746	716	312	838	248	475	410	171	307	644	145	342	330	148	267	123^	30^	141	90^				
									A 10.7 19	816	1621	693	257	768	157	390	386	183	314	651	131^	321	331	146^	280	100^	30^	102^	72^				
QUINCY, M.E.																																	
2	THU.	9.00P	60	NBC	OP	11	199		A 20.3 31	1549	1870	795	326	842	309	559	521	101^	210	683	267	445	402	81^	186	129^	62^	216	177				
		9.00 - 9.30				98			B 19.3 31	1473	1866	759	285	857	359	597	506	97	205	639	264	437	392	77	150	175	86	195	151				
		9.30 - 10.00							A 19.6 30	1495	1915	783	335	829	303	554	500	103^	210	684	257	438	404	82^	190	154^	73^	248	195				
									A 20.9 32	1595	1831	805	314	851	313	560	542	99^	209	683	276	452	403	75^	180	111^	54^	186	162				
REAL PEOPLE																																	
WED.		8.00P	60	NBC	U	16	210	210	A 23.5 35	1793	2003	736	290	807	224	426	426	102	291	763	240	471	427	110	246	169	45^	264	198				
		8.00 - 8.30				98	99		B 20.2 32	1541	1931	734	279	815	251	442	400	123	299	705	247	430	388	114	226	186	62	225	164				
		8.30 - 9.00							A 23.0 34	1755	1992	736	288	805	225	425	422	106	295	755	245	466	419	109	245	166	44^	266	201				
									A 24.1 35	1839	2002	730	289	802	218	424	426	100	288	769	235	471	430	110	248	171	47^	260	194				
ROCKFORD FILES (B)																																	
2	THU.	10.00P	60	NBC	PD		183		A 18.0 31	1373	1728	698	214	774	223	448	401	88^	252	836	365	536	356	72^	264	94^	59^	24^	10^				
		10.00 - 10.30				92			A 18.4 30	1404	1731	695	225	773	237	444	398	90^	251	842	378	542	360	80^	267	84^	46^	32^	17^				
		10.30 - 11.00							A 17.6 31	1343	1717	697	199	770	208	447	402	86^	251	826	351	528	350	67^	261	104^	74^	17^	LT				
ROPERS																																	
1	SAT.	8.00P	30	ABC	CS	14	195		A 18.0 29	1373	1937	783	202	866	296	455	374	105^	349	554	139^	263	275	91^	240	258	138^	259	207				
						97			B 14.4 26	1099	1925	755	223	839	234	390	343	150	379	632	181	335	317	118	251	166	101	288	207				
SEIZURE-KATHY MORRIS(S)																																	
2	WED.	9.00P	120	CBS	GD		189		A 23.8 37	1816	1667	819	336	925	347	578	548	97^	247	559	197	342	336	82^	154	97^	64^	86^	65^				
		9.00 - 9.30				99			A 20.6 30	1572	1643	849	356	934	343	568	563	94^	256	542	182	318	313	87^	174	84^	65^	83^	72^				
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
NO. OF STATIONS & PROGRAM COVERAGE										K E Y																	
WK # DAY										TOTAL PERSONS OF (2+)																	
START TIME DUR NET TYPE										LADY WORK-ING HOUSE WOM.																	
PROG. TYPE										WOMEN																	
WK 1 WK 2										TEENS (12-17) CHILDREN (2-11)																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK 2										TOTAL 6-11																	
WK 1 WK																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
								AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	WOMEN 18- 24- 25- 34- 55+	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	KEY	
LATE FRINGE CONT'D																								
ABC SPEC REPORT:IRAN FRI(S)						181		A	10.5	24	801	1489	568	209^	608	264^	437	362	121^	161^	780	305	503	441
2 FRI.	11.30P	24	ABC	N		97																		
ABC WEEKEND RPT-SAT.(B)						100		A	7.2	13	549	1747	953	285^	977	346^	550	592	112^	257^	667	225^	449	419^
2 SAT.	11.00P	15	ABC	N		73																		
ABC WEEKEND REPORT-SAT.						13	160	A	10.3	20	786	1737	526	293^	695	335	457	431	68^	146^	526	219^	320	328
1 SAT.	11.00P	30	ABC	N		92		B	8.4	17	641	1622	661	261	756	297	472	418	79	209	597	250	383	336
ABC WEEKEND REPORT-SUN.						14	157	A	7.7	15	588	1801	817	273	895	438	661	526	85^	173^	685	335	512	447
SUN.	11.00P	15	ABC	N		91	92	B	7.0	15	534	1581	665	270	732	294	482	452	62	160	702	316	474	446
BARETTA-WED.						13	170	A	4.2	28	320	1294	625	135^	622	337^	350^	310^	57^	97^	459	172^	284^	220^
1 WED.	12.55A	53	ABC	OP		94	94	B	3.7	26	282	1095	574	218	654	314	455	374	57	100	336	135	216	167
2 WED.	12.55A	51																						
1.00 - 1.30								A	4.4	28	336	1292	595	105^	595	321^	321^	271^	78^	113^	479	178^	306^	224^
BARETTA-THU.						11	166	A	4.0	25	305	895	301^	114^	331^	223^	223^	196^	42^	49^	453	221^	345^	348^
1 THU.	12.57A	50	ABC	OP		94	91	B	3.2	21	244	992	410	193	470	247	301	262	79	100	482	210	338	271
2 THU.	12.59A	43																						
1.00 - 1.30								A	4.1	25	313	923	336^	131^	358^	237^	237^	218^	41^	51^	479	210^	344^	348^
BARNEY MILLER-11.30						1	173	A	5.7	20	435	1554	670	242^	707	252^	493^	442^	110^	147^	648	296^	429^	299^
2 MON.	11.47P	36	ABC	CS		95		B	5.7	20	435	1554	670	242	707	252	493	442	110	147	648	296	429	299
12.00 - 12.30								A	5.5	20	420	1524	674	245^	710	257^	512^	449^	104^	130^	594	271^	385^	253^
CBS NEWS SPECIAL RPT FRI(S)						175		A	12.4	30	946	1692	651	265	746	218^	464	469	78^	169^	657	188^	372	369
2 FRI.	11.30P	35	CBS	N		95																		
11.30 - 12.00								A	12.7	30	969	1703	649	260	738	206^	447	463	82^	172^	666	183^	368	377
CBS SUNDAY NEWS-BRADLEY						14	130	A	8.8	18	671	1660	710	244	787	209	340	417	174^	332	722	219	367	375
1 SUN.	11.06P	15	CBS	N		76	75	B	8.7	19	664	1588	703	256	780	207	402	390	178	313	669	205	352	336
2 SUN.	11.00P	15																						
CHARLIE'S ANGELS-11.30						14	172	A	7.3	24	557	1526	548	253	613	330	416	267	107^	128^	549	213^	346	364
1 FRI.	12.07A	68	ABC	PD		96	94	B	7.0	24	534	1491	647	284	712	329	514	414	76	122	550	257	410	323
2 FRI.	11.54P	68																						
12.00 - 12.30								A	7.5	22	572	1521	484	232	552	295	387	257	84^	107^	593	210^	370	429
12.30 - 1.00								A	7.3	26	557	1524	565	271	632	346	430	276	95^	122^	517	227	343	322
HAPPY NEW YEAR,AMERICA(S)						186		A	10.7	29	816	1994	888	237^	922	236^	457	395	171^	379	680	54^	291^	329
1 MON.	11.30P	100	CBS	GV		99																		
11.30 - 12.00								A	11.8	27	900	2001	882	267^	916	180^	400	376	188^	436	686	62^	328	346
12.00 - 12.30								A	11.7	30	893	2035	862	200^	885	232^	468	394	171^	332	696	51^	287	342
12.30 - 1.00								A	9.1	27	694	1973	1023	253^	1048	322^	560	404	168^	403	641	20^	233^	272^
LATE MOVIE 1						67	164	A	7.0	23	534	1506	678	301	753	304	512	452	112	171	602	250	395	331
1 TUE.	11.30P	72	CBS	FF		90	90	B	6.9	25	526	1441	672	279	745	284	513	473	90	162	563	219	366	303
1 WED.	11.30P	70																						
1 THU.	11.30P	75																						
1 FRI.	11.50P	73																						
2 M & TU	11.30P	73																						
2 WED.	11.30P	61																						
2 THU.	11.30P	70																						
2 FRI.	12.05A	73																						
11.30 - 12.00								A	7.9	22	603	1526	702	313	788	301	504	457	119	209	598	238	369	324
CONT'D																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK	START									HOUSEHOLD AUDIENCES		TOTAL		LADY WORK-ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
#	DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY		AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18-34	18-49	18-54	55-64	55+	TOTAL	18-34	18-49	18-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																
ALL MY CHILDREN										A	9.9	29	755	1425	842	187	902	476	671	478	65	171	238	110	134	110	8	68	137	109	148	85
M-F 1.00P 60 ABC DD 97 98										B	8.8	31	671	1294	823	204	912	472	657	492	68	185	202	88	121	98	11	64	89	72	91	41
1.00 - 1.30										A	9.4	28	717	1425	849	179	909	483	688	482	66	168	231	111	134	112	7	61	126	103	159	92
1.30 - 2.00										A	10.3	30	786	1425	842	194	897	470	658	475	67	173	245	108	131	108	10	77	148	112	135	78
ALL STAR BEAT THE CLOCK										A	3.1	15	237	1473	498	156	704	292	396	321	59	240	290	75	118	126	67	130	73	21	406	245
1 M-F 10.00A 30 CBS QG 86 85										B	2.8	15	214	1316	623	113	734	295	441	393	99	217	255	66	104	85	77	137	47	23	280	123
2 M-F 10.00A 30																																
ANOTHER WORLD										A	7.7	22	588	1337	746	166	884	301	491	438	119	315	280	67	126	114	52	135	88	79	85	58
M-F 2.30P 90 NBC DD 98 98										B	6.8	23	519	1261	772	161	904	298	493	440	108	339	206	51	84	78	36	102	81	71	70	41
2.30 - 3.00										A	7.3	22	557	1332	778	167	901	312	502	454	127	323	274	53	108	113	60	142	76	63	81	49
3.00 - 3.30										A	7.7	22	588	1337	746	169	887	304	496	441	119	309	289	72	134	119	51	137	83	79	78	53
3.30 - 4.00										A	8.0	23	610	1352	722	167	869	289	479	423	111	313	274	70	135	109	44	129	109	95	100	73
AS THE WORLD TURNS										A	8.6	27	656	1340	828	162	955	186	418	414	151	467	269	61	142	108	32	119	63	38	53	18
1 M-F 1.30P 60 CBS DD 99 99										B	7.7	28	588	1294	857	178	972	195	433	435	155	460	233	52	109	92	32	114	34	24	55	20
2 M-F 1.30P 60																																
1.30 - 2.00										A	8.3	26	633	1348	828	166	959	182	402	401	151	486	272	58	136	106	36	126	66	42	51	20
2.00 - 2.30										A	9.0	29	687	1306	817	155	940	187	425	418	148	447	259	64	143	104	28	110	54	33	53	16
CAPTAIN KANGAROO										A	2.8	16	214	1411	439	136	510	192	281	220	51	219	224	66	89	75	46	129	59	LT	618	211
M-F 8.00A 60 CBS C 97 97										B	2.9	16	221	1353	445	101	493	230	308	258	51	162	142	40	59	56	28	69	57	24	661	171
8.00 - 8.30										A	2.5	15	191	1387	450	146	512	193	299	219	43	209	231	64	95	79	42	131	68	LT	576	246
8.30 - 9.00										A	3.1	17	237	1397	426	126	493	184	261	211	58	223	203	69	77	64	46	122	59	LT	642	177
CARD SHARKS										A	4.2	21	320	1419	759	119	832	213	408	369	144	372	440	84	159	181	100	259	65	27	82	35
1 M-F 10.00A 30 NBC QG 82 83										B	3.9	21	298	1363	776	115	861	218	375	341	154	429	371	75	132	129	95	221	39	21	92	44
2 M-F 10.00A 30																																
CBS LATE MORNING NEWS										A	3.8	17	290	1466	607	121	704	207	365	386	66	287	327	69	120	138	65	172	62	31	373	190
1 M-F 10.54A 6 CBS N 88 85										B	3.3	17	252	1420	698	110	799	275	422	378	118	319	307	47	107	102	67	185	62	39	252	103
2 M-F 10.54A 6																																
CELEBRITY WHEW										A	4.2	19	320	1541	600	88	694	250	378	355	68	265	342	79	132	165	60	160	74	31	431	226
1 M-F 10.30A 24 CBS QG 91 90										B	3.6	19	275	1404	700	104	790	274	420	371	115	315	294	52	93	92	66	179	57	30	263	112
2 M-F 10.30A 24																																
COTTON BOWL GAME(S)										A	15.3	31	1167	1830	541	224	613	196	369	313	71	223	929	316	556	46	138	311	160	30	128	95
1 TUE. 2.00P 185 CBS SE 99																																
2.00 - 2.30										A	17.0	34	1297	1726	531	299	599	186	350	296	90	237	797	269	462	378	126	307	220	54	110	69
2.30 - 3.00										A	15.3	31	1167	1740	498	185	568	177	332	279	73	222	879	301	532	426	14	314	200	41	93	59
3.00 - 3.30										A	15.2	31	1160	1778	490	211	558	179	343	270	59	201	978	298	597	518	156	322	138	15	104	72
3.30 - 4.00										A	15.0	31	1145	1817	567	266	616	209	394	309	62	196	972	305	578	496	160	325	106	15	123	101
4.00 - 4.30										A	14.5	30	1106	1888	589	210	678	260	430	332	72	229	988	369	593	494	125	299	100	14	122	96
4.30 - 5.00										A	15.7	31	1198	2001	560	165	642	170	372	382	66	234	994	372	582	474	114	314	169	29	196	162
COTTON BOWL PARADE(S)										A	14.6	37	1114	2021	771	257	813	235	419	406	144	348	546	172	309	295	76	196	194	87	468	266
1 TUE. 10.00A 90 CBS AC 98																																
10.00 - 10.30										A	10.4	30	794	1995	753	183	802	248	393	367	154	369	473	112	231	267	68	200	180	76	540	295
10.30 - 11.00										A	14.8	37	1129	1967	761	254	795	250	419	395	138	325	498	146	291	295	69	167	169	77	505	279
11.00 - 11.30										A	18.4	42	1404	2098	792	300	838	219	435	439	147	359	628	229	367	318	89	217	228	105	404	245
DAYS OF OUR LIVES										A	6.8	21	519	1380	807	129	908	287	484	431	154	382	304	79	109	100	81	175	79	71	89	42
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
														TOTAL	18-34	WOMEN			18-49	25-54	55-64	55+	TOTAL	18-34	MEN			18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</

43

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKDAY DAYTIME CONT'D																																				
TOURNAMENT ROSES P-CONT'D																																				
11.30 - 12.00														A	12.9	29	984	1827	738	207^	771	93^	360	420	174^	351	687	150^	331	336	179^	256	77^	77^	292	224^
12.00 - 12.30														A	14.1	28	1076	1947	761	222^	828	158^	423	419	150^	364	697	138^	352	358	159^	257	82^	82^	340	266
12.30 - 1.00														A	15.2	29	1160	1928	729	227	810	180^	371	380	152^	383	705	164^	358	368	143^	268	68^	27^	345	262
1.00 - 1.30														A	15.1	29	1152	2067	742	254	833	190^	394	407	165^	385	738	192^	399	356	163^	283	178^	32^	318	248
1.30 - 2.00														A	15.5	29	1183	2273	826	361	944	300	505	457	173^	378	723	177^	386	344	172^	282	191^	32^	415	325
\$20,000 PYRAMID														A	5.5	18	420	1448	724	179	821	317	521	418	106^	248	310	141^	236	166	31^	70^	96^	50^	221	134^
M F 12.00N 30 ABC QG														B	4.5	18	343	1384	728	118	827	375	542	415	98	238	278	103	185	158	29	78	104	59	175	81
WHEEL OF FORTUNE														A	5.7	23	435	1308	712	94^	820	216	382	367	148	361	404	106^	174	166	71^	198	31^	16^	53^	30^
1 M-WTHF 11.30A 30 NBC QG														B	5.0	23	382	1248	710	111	810	186	336	331	139	399	333	66	111	104	69	193	39	18	66	37
2 M-F 11.30A 30																																				
YOUNG AND THE RESTLESS														A	10.5	35	801	1335	780	196	960	334	538	428	114	361	198	43^	99	77	36^	92	84	74^	93	40^
1 M-WTHF 1.00P 30 CBS DD														B	9.5	37	725	1278	831	185	960	333	529	465	119	352	179	46	83	70	27	87	49	39	90	29
2 M-F 1.00P 30																																				
*WEEKEND DAYTIME																																				
ABC WEEKEND SPECIALS														A	6.9	23	526	1785	432	144^	432	291	333	273	34^	59^	309	198^	248	159^	38^	38^	272	174^	772	530
SAT. 12.00N 30 ABC FV														B	6.0	21	458	1712	365	132	411	221	311	236	26	76	357	155	242	204	39	74	267	136	677	424
ABC WIDE WORLD-SPORTS SAT														A	12.7	28	969	1734	558	189	596	153	307	288	116^	242	749	239	414	408	113^	248	218	89^	171	121^
1 SAT. 4.00P 184 ABC SA														B	10.4	24	794	1783	586	224	651	214	371	305	113	229	756	249	422	396	105	248	177	81	199	135
2 SAT. 4.30P 120																																				
4.00 - 4.30														A	8.9	23	679	1698	499	169^	563	164^	329^	267^	114^	193^	735	226^	396	400	112^	260^	273^	169^	127^	106^
4.30 - 5.00														A	11.5	28	877	1570	559	178	580	166	315	286	105^	221	700	209	366	381	110^	245	152	103^	138^	113^
5.00 - 5.30														A	13.5	32	1030	1759	561	182	600	128	288	292	106^	256	730	206	387	410	121	246	220	87^	209	158
5.30 - 6.00														A	13.9	30	1051	1761	587	180	625	141	315	317	114^	255	745	232	419	426	106^	240	214	78^	177	116^
6.00 - 6.30														A	14.2	28	1083	1818	554	213	587	163	320	288	123	227	813	311	489	429	104^	239	228	70^	190	127
6.30 - 7.00														A	11.3	20	862	1842	565	208^	608	179^	280	228^	157^	304	833	276^	457	411	144^	295	273^	74^	128^	73^
ALL NEW POPEYE HOJR 1														A	9.8	34	748	1453	257	132^	311	242	286	147^	7^	25^	236	118^	183	138^	19^	37^	163^	91^	743	374
SAT. 10.30A 30 CBS CA														B	8.9	34	679	1628	265	129	336	210	272	162	22	52	285	148	221	164	20	41	223	119	784	407
ALL NEW POPEYE HOUR 2														A	9.0	30	687	1509	329	169^	450	284	341	163^	11^	109^	236	111^	179^	148^	14^	38^	214	109^	609	313
SAT. 11.00A 30 CBS CA														B	8.7	33	664	1647	297	148	379	230	291	168	26	73	286	145	217	152	20	54	228	116	754	411
AMERICAN BANDSTAND '80														A	5.9	18	450	1667	520	144^	520	357	430	295	17	55^	325	190^	231^	182^	65^	65^	371	224^	451	305
SAT. 12.30P 60 ABC PC														B	4.7	16	359	1698	507	227	591	346	452	297	59	112	377	219	277	188	53	78	294	167	436	283
12.30 - 1.00														A	5.6	17	427	1712	515	134^	515	364	416	281^	17	60^	380	221^	267^	179^	81^	81^	328	177^	489	321
1.00 - 1.30														A	6.2	19	473	1603	523	149^	523	348	441	308	17	50^	266	159^	194^	180^	43^	48^	401	260	413	288
ANIMALS, ANIMALS, ANIMALS														A	2.7	10	206	1335	384^	166^	432^	151^	335^	296^	53^	53^	403^	165^	267^	243^	53^	92^	175^	58^	325^	156^
SUN. 11.30A 30 ABC CL														B	2.8	11	214	1472	361	97	443	196	289	210	56	131	326	144	229	198	36	73	188	84	515	304
ASK NBC NEWS-8:58AM														A	4.5	25	343	1373	330^	178^	356^	178^	263^	267^	44^	62^	111^	17	78^	78^	17	33^	58^	17	848	461
SAT. 8.58A 2 NBC CN														B	4.6	24	351	1671	283	103	306	172	226	195	25	57	152	71	120	104	17	20	116	17	1097	648
ASK NBC NEWS-10:28AM														A	5.5	20	420	1619	197^	51^	275^	160^	186^	165^	19^	29^	254^	117^	131^	75^	86^	116^	237^	85^	853	509
SAT. 10.28A 2 NBC CN														B	5.5	21	420	1671	226	55	280	165	222	154	20	33	176	115	127	69	20	37	230	71	985	604
ASK NBC NEWS 11:28AM														A	5.2	18	397	1720	475	182^	515	286^	394	309	29^	71^	265^	145^	145^	17^	95^	120^	161^	62^	779	438
SAT. 11.28A 2 NBC CN														B	5.0	19	382	1614	302	108	380	242	305	184	25	50	275	180	220	118	29	50	227	68	732	448

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
										HOUSEHOLD AUDIENCES					WOMEN					TEENS (12-17)					CHILDREN (2-11)									
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	WK 3	WK 4	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17)	CHILDREN (2-11)
WEEKEND DAYTIME CONT'D																																		
BOB HOPE GOLF-SAT.(S)						186				A	5.1	12	389	1355	414^ 95v	453^	60v	152v	178^	46v	263^	813	247^	417^	330^	226^	352^	53v	41v	36v	31v			
2 SAT. 4.00P 120 NBC SE						95				A	3.1	8	237	1241	380^ LT	460^	55v	80v	76v	67v	329^	705^	97v	216v	156v	295^	452^	21v	LT	55v	55v			
4.00 - 4.30										A	5.0	12	382	1314	348^ 52v	382^	23v	76v	99v	48v	283^	896	257^	422^	348^	267^	422^	18v	18v	18v	18v			
4.30 - 5.00										A	5.9	14	450	1376	392^ 109v	420^	53v	179^	203^	39v	217^	848	313^	498^	379^	206^	304^	77v	58v	31v	31v			
5.00 - 5.30										A	6.5	14	496	1369	487 151^	513	94v	213^	256^	39v	244^	739	244^	416^	343^	172^	284^	72v	57v	45v	28v			
5.30 - 6.00																																		
BOB HOPE GOLF-SUN.(S)						200				A	9.0	20	687	1697	616 305^	757	294^	414	314^	100^	246^	835	231^	463	424	146^	348^	53v	7v	52v	22v			
2 SUN. 4.30P 120 NBC SE						98				A	8.0	19	610	1831	567 371^	835	406	478	271^	108^	209^	871	236^	538	495	163^	333^	76v	LT	49v	14v			
4.30 - 5.00										A	8.8	21	671	1751	686 390	841	351^	477	319^	100^	261^	852	220^	430	400	131^	367	39v	LT	19v	LT			
5.00 - 5.30										A	10.3	23	786	1570	638 254^	701	222^	352	341	108^	253^	818	221^	460	435	134^	335	30v	LT	21v	LT			
5.30 - 6.00										A	9.0	18	687	1640	566 217^	653	215^	362	311^	82v	250^	788	238^	423	370	161^	350^	72v	22v	127^	78v			
6.00 - 6.30																																		
BUGS BUNNY/ROAD RUNNER 1						16	198	198		A	7.6	34	580	1659	189^ 86^	282	272	272	134^	LT	10v	284	217	257	91^	15v	27v	228	93^	865	504			
SAT. 9.00A 30 CBS CA						99	99		B	7.8	34	595	1615	232 114	299	173	237	155	34	54		256	163	198	124	23	42	188	96	872	492			
BUGS BUNNY/ROAD RUNNER 2						16	198	198		A	10.4	40	794	1479	182 77^	251	234	234	107^	LT	17v	290	193	258	110^	7v	32v	255	76^	683	391			
SAT. 9.30A 30 CBS CA						99	99		B	9.5	38	725	1653	230 120	304	190	254	159	25	43		290	184	232	140	24	42	230	105	829	477			
BUGS BUNNY/ROAD RUNNER 3						16	198	198		A	11.5	42	877	1556	318 154	397	316	374	188	LT	23v	241	150	193	162	20v	37^	263	109^	655	357			
SAT. 10.00A 30 CBS CA						99	99		B	10.4	40	794	1642	274 127	342	220	289	182	21	43		287	166	220	156	22	41	225	107	788	443			
CASPER AND THE ANGELS						5	187	187		A	5.3	18	404	1745	436 159^	485	278^	368	300^	24v	59v	288^	129^	129^	16v	112^	159^	198^	84^	774	443			
SAT. 11.00A 30 NBC CA						94	94		B	5.4	20	412	1543	288 106	349	199	272	193	36	51		256	153	163	76	61	86	204	65	734	450			
CBS NFL CHAMPIONSHIP PRE(S)						203				A	22.9	45	1747	1810	480 207	547	196	384	337	74^	141		938	413	625	505	108^	244	130^	33v	195	177		
1 SUN. 4.30P 30 CBS SC						99																												
CBS NFL CHAMPIONSHIP(S)						204				A	33.4	54	2548	1911	541 230	625	193	374	361	86^	207		954	379	595	518	120	275	153	35^	179	129		
1 SUN. 5.00P 179 CBS SE						99				A	29.4	54	2243	1804	479 187	550	178	362	328	78^	163		974	398	615	538	113	267	122	28^	158	129		
5.00 - 5.30										A	32.9	57	2510	1842	478 205	560	182	359	338	82^	174		965	387	606	542	106	272	146	34^	171	132		
5.30 - 6.00										A	32.4	53	2472	1975	537 238	634	209	399	391	75^	186		968	376	607	547	129	271	170	34^	203	144		
6.00 - 6.30										A	31.2	50	2381	1976	545 243	636	211	389	380	85^	197		964	377	608	537	127	265	183	38^	193	128		
6.30 - 7.00										A	36.4	56	2777	1963	588 248	667	194	375	362	88	239		946	381	585	484	122	289	166	44^	184	125		
7.00 - 7.30										A	38.3	57	2922	1893	591 249	673	185	361	361	100	259		911	356	553	468	131	284	143	35^	166	119		
7.30 - 8.00																																		
CBS NFL CHAMPIONSHIP POST(S)						204				A	35.5	52	2709	1946	688 321	829	259	455	434	105	307		857	300	508	448	136	288	148	51^	112	75^		
1 SUN. 7.59P 7 CBS SC						99																												
CBS SPORTS SPEC. SP. ED.(S)						170				A	8.1	21	618	1617	533 134^	536	225^	338^	275^	87v	180^		739	186^	395	354^	178^	297^	179^	47v	163^	82v		
1 SAT. 2.30P 216 CBS SA						92				A	7.9	24	603	1745	542 186^	570	242^	431	306^	61v	139^		740	227^	374^	317^	194^	309^	268^	102^	167^	48v		
2.30 - 3.00										A	9.8	28	748	1509	524 217^	524	203^	385	311^	55v	109^		652	163^	311^	282^	231^	309^	208^	53v	125^	60v		
3.00 - 3.30										A	9.0	25	687	1540	487 158^	487	208^	372	314^	40v	91^		715	162^	314^	308^	239^	353	208^	57v	130^	92^		
3.30 - 4.00										A	8.6	22	656	1530	455 64v	455	212^	288^	202^	81v	167^		682	128^	323^	334^	193^	295^	199^	LT	194^	119^		
4.00 - 4.30										A	7.6	19	580	1516	488 66v	488	230^	277^	206^	97v	211^		725	135^	383^	403^	128^	272^	169^	40v	134^	65v		
4.30 - 5.00										A	6.2	15	473	1638	559 83v	559	225^	264^	287^	127v	252^		787	177^	500^	452^	97v	253^	75v	33v	217^	98v		
5.00 - 5.30										A	7.5	17	572	1809	608 145^	608	257^	297^	264^	163^	284^		903	301^	604	427	130^	275^	114^	40v	184^	81v		
5.30 - 6.00																																		
CBS SPTS SPEC.SP.ED.SAT(S)						180				A	8.2	25	626	1439	438 191^	445	192^	272^	201^	61v	131^		800	263^	415	314^	167^	339^	59v	36v	135^	86v		
2 SAT. 1.00P 210 CBS SE						95				A	7.4	23	565	1582	451 202^	481	214^	282^	195^	76v	171^		751	282^	448	356^	79v	273^	184^	184^	166^	109v		
1.00 - 1.30																																		
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES														
WK # DAY START TIME DUR NET TYPE										K E Y														
PROG. WK 1 WK 2										AUG. AUD. SHARE %														
WK 1 WK 2										AUG. AUD. SHARE % (0,000)														
WK 1 WK 2										TOTAL PERSONS (2+)														
WK 1 WK 2										LADY WORK-ING HOUSE WOM.														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+														
WK 1 WK 2																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)												AUDIENCE COMPOSITION																		
PROGRAM NAME					WK 1		WK 2		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET TYPE	NO. OF STATIONS	COVERAGE	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORKING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
												TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																														
GREATEST SUPERFRIENDS-2 SAT. 8.30A 30 ABC CA					16	189	185	A	4.2	26	320	1644	222^	19^	237^	165^	213^	122^	24^	24^	178^	71^	118^	111^	46^	46^	232^	LT	997	591
					97	97	B	5.5	26	420	1612	278	84	292	167	224	191	21	46	161	69	123	103	12	29	184	70	975	628	
HOT HERO SANDWICH PART I SAT. 12.00N 30 NBC CL					8	181	187	A	4.0	13	305	1695	507	153^	566	305^	383^	218^	106^	151^	276^	142^	192^	158^	18^	45^	387^	141^	466	367^
					93	89	B	4.0	14	305	1580	336	98	385	208	278	157	65	85	279	123	191	128	34	68	360	170	556	418	
HOT HERO SANDWICH PART II SAT. 12.30P 30 NBC CL					8	179	187	A	4.5	14	343	1574	398	136^	463	256^	332^	236^	65^	114^	417	191^	277^	252^	LT	89^	192^	70^	502	402
					92	89	B	4.0	13	305	1437	348	119	422	233	296	167	79	112	299	109	162	147	38	89	290	166	426	323	
IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS CN					16	188	186	A	3.4	26	259	1560	208^	120^	340^	309^	309^	240^	LT	LT	308^	258^	308^	173^	LT	LT	104^	85^	808	457^
					96	94	B	4.3	28	328	1470	192	79	232	153	193	144	LT	28	184	128	150	128	17	28	95	43	959	535	
IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS CN					16	186	186	A	5.3	28	404	1599	101^	60^	205^	191^	191^	118^	LT	LT	303^	280^	303^	117^	LT	LT	123^	96^	968	543
					96	94	B	6.0	30	458	1509	225	94	269	154	216	152	15	38	205	140	169	139	18	24	139	59	896	491	
IN THE NEWS- 9.26AM SAT. 9.26A 3 CBS CN					16	198	198	A	8.5	36	649	1582	180^	85^	242	221	221	120^	LT	21^	315	223	279	92^	17^	36^	252	91^	773	469
					99	99	B	8.4	35	641	1613	228	118	299	168	237	159	31	54	270	170	212	129	24	42	198	97	846	480	
IN THE NEWS- 9.59AM SAT. 9.59A 3 CBS CN					16	198	198	A	11.3	42	862	1527	270	126^	340	291	323	157	LT	17^	243	159	208	137^	15^	35^	274	94^	670	381
					99	99	B	10.4	40	794	1656	256	121	326	210	278	179	23	39	279	162	217	154	20	39	228	103	823	468	
IN THE NEWS- 11.56AM SAT. 11.56A 3 CBS CN					16	189	187	A	8.1	26	618	1416	374	182^	503	300	377	172^	14^	126^	226	69^	153^	148^	12^	58^	173^	94^	514	263
					90	90	B	7.4	28	565	1554	310	123	388	236	307	177	24	67	271	136	197	129	22	59	261	136	634	355	
IN THE NEWS- 12.26PM SAT. 12.26P 3 CBS CN					15	163	165	A	6.8	21	519	1659	345	168^	473	209^	322	184^	42^	138^	415	182^	222^	174^	27^	183^	143^	55^	628	361
					85	84	B	5.5	20	420	1562	318	118	400	214	300	187	27	88	309	158	213	145	23	87	222	99	631	362	
IN THE NEWS- 12.56PM 1 SAT. 12.56P 3 CBS CN					14	168		A	8.7	25	664	1834	532	236^	634	269^	434	319^	121^	200^	519	260^	328^	272^	66^	154^	148^	56^	533	309^
					88		B	6.0	21	458	1610	335	128	406	237	301	194	40	90	328	172	247	160	19	69	247	126	629	357	
IN THE NEWS- 1.26PM 1 SAT. 1.26P 3 CBS CN					14	168		A	6.9	20	526	1424	401^	247^	473	234^	288^	196^	113^	185^	440^	198^	261^	198^	108^	179^	107^	LT	404^	232^
					88		B	6.0	20	458	1431	329	122	387	229	292	202	36	69	295	150	222	157	20	62	213	109	536	321	
IN THE NEWS- 8.26AM-SUN. SUN. 8.26A 3 CBS CN					16	41	38	A	1.3	13	99	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
					36	35	B	1.0	11	76	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
IN THE NEWS- 8.56AM-SUN. 2 SUN. 8.56A 3 CBS CN					15	36		A	1.7	12	130	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
					38		B	1.3	10	99	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
IN THE NEWS 10.56AM SAT. 10.56A 3 CBS CN					16	190	186	A	9.2	32	702	1457	261	130^	312	241	285	158^	10^	27^	252	121^	195	147^	25^	41^	149^	86^	744	381
					98	90	B	8.7	33	664	1662	275	134	347	211	273	163	25	61	294	149	228	171	21	43	247	135	774	408	
IN THE NEWS- 11.26AM SAT. 11.26A 3 CBS CN					16	190	186	A	9.3	31	710	1459	331	168^	454	274	336	157^	10^	118^	226	91^	161^	143^	13^	45^	216	107^	563	313
					98	90	B	8.4	32	641	1589	302	142	382	229	288	164	30	80	267	129	196	143	21	57	219	110	721	398	
ISSUES AND ANSWERS 1 SUN. 12.00N 30 ABC CC					14	172		A	3.5	11	267	1251	464^	60^	464^	94^	154^	180^	109^	243^	567^	158^	330^	240^	53^	237^	187^	187^	33^	LT
					96		B	2.7	10	206	1240	486	115	548	126	248	223	87	262	518	112	237	252	83	223	96	53	78	49	
ISSUES AND ANSWERS(B) 2 SUN. 12.00N 30 ABC CC					112		A	2.3	8	175	1309^	622^	183^	622^	57^	354^	354^	120^	268^	578^	212^	287^	184^	97^	240^	109^	LT	LT	LT	LT
					74																									
JASON OF STAR COMMAND 2 SUN. 8.30A 30 CBS CL					1	36		A	1.5	11	114	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
					38		B	1.5	11	114	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
JETSONS SAT. 11.30A 30 NBC CA					2	184	191	A	5.6	20	427	1930	437	129^	469	278^	346	282^	31^	73^	291	204^	225^	161^	11^	42^	329	91^	841	561
					91	87	B	5.6	20	427	1930	437	129	469	278	346	282	31	73	291	204	225	161	11	42	329	91	841	561	

FOR EXPLANATION OF SYMBOLS SEE PAGE A

55

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1980 REPORT

56

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JAN. 1968

REPORT

PROGRAM NAME												AUDIENCE COMPOSITION																						
I/C THIS SEASON NO. OF STATIONS PROGRAM COVERAGE WK 1 WK 2												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												HOUSEHOLD AUDIENCES		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																		
SPIDERWOMAN												A	6.7	23	511	1646	337	147	377	296	351	260	10	10	242	149	186	142	35	35	256	101	771	464
SAT. 11.30A 30 ABC CA												B	6.5	23	496	1626	337	131	381	264	355	257	13	13	228	150	182	130	31	31	242	106	775	455
SPORTSWORLD												A	6.2	16	473	1791	461	164	575	267	330	259	70	163	883	387	604	475	118	261	111	LT	222	146
2 SUN. 3.12P 78 NBC SE												B	6.2	16	473	1791	461	164	575	267	330	259	70	163	883	387	604	475	118	261	111	LT	222	146
3.30 - 4.00												A	6.1	15	465	1652	410	120	468	197	275	238	53	142	877	424	594	456	117	253	78	LT	229	168
4.00 - 4.30												A	6.7	17	511	1961	533	219	724	361	399	290	82	196	849	349	588	476	114	261	149	LT	239	139
SUNDAY MORNING												A	3.1	15	237	1684	640	292	654	172	401	406	143	202	768	247	471	488	93	213	39	LT	223	186
SUN. 9.00A 90 CBS N												B	2.7	14	206	1442	568	214	600	162	312	332	127	219	647	185	355	394	88	204	48	LT	147	79
9.00 - 9.30												A	2.8	17	214	1743	612	304	626	196	435	412	116	172	781	261	500	514	84	201	79	LT	257	224
9.30 - 10.00												A	3.3	16	252	1810	706	333	726	218	453	445	154	206	809	264	483	512	111	227	37	LT	238	211
10.00 - 10.30												A	3.2	14	244	1504	581	245	598	110	315	347	152	222	722	254	446	447	86	205	LT	LT	184	127
TARZAN AND SUPER SEVEN 1												A	8.2	24	626	1877	542	242	638	310	466	327	105	172	518	282	346	285	58	137	145	53	576	330
1 SAT. 12.30P 30 CBS CA												B	5.9	21	450	1649	333	124	413	256	315	189	33	83	325	181	262	163	12	55	244	127	667	372
TARZAN AND SUPER SEVEN 2												A	8.1	23	618	1489	435	263	499	266	336	221	99	163	436	237	296	210	75	140	112	LT	442	270
1 SAT. 1.00P 30 CBS CA												B	6.4	22	488	1495	327	121	392	236	298	188	36	72	286	159	222	143	14	51	221	108	596	354
30 MINUTES												A	5.8	17	443	1578	478	131	541	194	304	210	42	184	544	192	371	319	79	145	143	59	350	187
1 SAT. 1.30P 30 CBS DN												B	4.4	15	336	1456	450	148	522	230	329	261	57	140	389	191	283	186	24	92	180	86	365	216
2 SAT. 12.30P 30																																		
TIME OUT-9:45AM												A	6.3	24	481	1730	287	96	341	176	216	194	50	90	166	115	115	106	28	28	134	44	1089	674
SAT. 9.45A 2 NBC CN												B	5.8	24	443	1709	244	65	286	152	207	169	27	55	178	113	132	114	21	24	162	55	1083	709
TIME OUT-10:58AM												A	6.6	23	504	1544	220	117	314	226	238	156	28	47	243	124	141	79	60	96	259	79	728	429
SAT. 10.58A 2 NBC CN												B	5.6	21	427	1717	262	105	342	235	283	156	26	38	230	153	177	99	17	43	244	88	901	564
TIME OUT-11:58AM												A	5.8	20	443	1986	475	124	504	266	361	300	36	91	302	191	209	178	12	42	392	110	788	500
SAT. 11.58A 2 NBC CN												B	5.1	20	389	1668	293	97	378	228	288	197	33	58	261	174	202	120	20	39	276	76	753	485

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.MON. DEC.31, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

L AUDIENCE olds (000) & %					16,250 21.3				14,730 19.3							
					LAVERNE AND SHIRLEY(B) (R)(OP)				ABC MONDAY NIGHT MOVIE THE MASTER GUNFIGHTER (9:00-10:50PM)(R)(SUS)(OP)							

ABC TV

AGE AUDIENCE olds (000) & %	11,830 15.5				16.8*				8,240 10.8							
	14.2*				30 *				9.9*				10.2*			
RE OF AUDIENCE %	28				25 *				21				20 *			
	13.7				14.7				17.0				10.2			
AUD. BY 1/4 HR. %					16.7				10.9				8.9			

L AUDIENCE olds (000) & %	14,500 19.0				10,610 13.9				17,170 22.5				15,260 20.0			
	WKRP IN CINCINNATI				LAST RESORT (OP)				M*A*S*H				HOUSE CALLS			
AGE AUDIENCE olds (000) & %	12,130 15.9				9,310 12.2				15,490 20.3				14,040 18.4			
	15.8				22				38				35			
RE OF AUDIENCE %	28				22				38				35			
	15.6				16.1				11.7				18.4			
AUD. BY 1/4 HR. %					12.7				19.5				21.1			

IS TV

AGE AUDIENCE olds (000) & %	12,130 15.9				9,310 12.2				15,490 20.3				14,040 18.4			
	15.8				22				38				35			
RE OF AUDIENCE %	28				22				38				35			
	15.6				16.1				11.7				18.4			
AUD. BY 1/4 HR. %					12.7				19.5				21.1			

L AUDIENCE olds (000) & %	14,880 19.5				16,560 21.7											
	ORANGE BOWL PARADE (OP)				NBC MONDAY NIGHT MOVIES HITLER'S GOLD											

3C TV

AGE AUDIENCE olds (000) & %	11,370 14.9				15.0*				9,840 12.9							
	14.9*				27 *				11.7*				12.1*			
RE OF AUDIENCE %	27				26 *				26				23 *			
	14.8				15.0				11.8				11.8			
AUD. BY 1/4 HR. %					15.4				11.6				12.5			

L AUDIENCE olds (000) & %	14,190 18.6				22,580 29.6											
	LAVERNE & SHIRLEY (OP)				ABC MONDAY NIGHT MOVIE LIVE AND LET DIE (R)(SUS)(OP)											

AGE AUDIENCE olds (000) & %	12,670 16.6				13,200 17.3											
	24				25				16.7*				18.9*			
RE OF AUDIENCE %	16.7				14.0*				24 *				27 *			
					19 *				16.5				17.0			
AUD. BY 1/4 HR. %					14.1				18.4				19.4			

L AUDIENCE olds (000) & %	18,770 24.6				15,340 20.1				21,900 28.7				19,990 26.2			
	WKRP IN CINCINNATI				LAST RESORT (OP)				M*A*S*H				HOUSE CALLS			
AGE AUDIENCE olds (000) & %	17,010 22.3				14,120 18.5				20,140 26.4				18,010 23.6			
	32				26				38				34			
RE OF AUDIENCE %	22.2				22.3				25.5				24.1			
					18.3				27.3				23.0			
AUD. BY 1/4 HR. %					18.8				25.5				24.1			

L AUDIENCE olds (000) & %	18,770 24.6				15,340 20.1				21,900 28.7				19,990 26.2			
	WKRP IN CINCINNATI				LAST RESORT (OP)				M*A*S*H				HOUSE CALLS			
AGE AUDIENCE olds (000) & %	17,010 22.3				14,120 18.5				20,140 26.4				18,010 23.6			
	32				26				38				34			
RE OF AUDIENCE %	22.2				22.3				25.5				24.1			
					18.3				27.3				23.0			
AUD. BY 1/4 HR. %					18.8				25.5				24.1			

L AUDIENCE olds (000) & %	24,190 31.7				20,070 26.3											
	LITTLE HOUSE-PRAIRIE (OP)				NBC MONDAY NIGHT MOVIES CHALLENGE OF THE HIGH ICE											

AGE AUDIENCE olds (000) & %	19,300 25.3				13,810 18.1											
	22.4*				39 *				17.8*				17.6*			
RE OF AUDIENCE %	36				32 *				27				26 *			
	21.6				23.2				18.6				17.7			
AUD. BY 1/4 HR. %					28.0				16.9				17.5			

OLD AUDIENCE	25.3	22.4*	28.2*	18.1	17.8*	17.6*																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
--------------	------	-------	-------	------	-------	-------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. JAN.1, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %					17,630 23.1		16,250 21.3		20,520 26.9		19,150 25.1		19,690 25.8			
BC TV					HAPPY DAYS (R)		ANGIE (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)			
RAGE AUDIENCE holds (000) & %					14,800 19.4		14,500 19.0		18,920 24.8		17,470 22.9		15,570 20.4		20.7*	20.0*
RE OF AUDIENCE %					29 18.3		28 20.6		36 23.9		34 25.7		34 22.9		33* 20.5	35* 19.6
AUD. BY ¼ HR. %																
AL AUDIENCE holds (000) & %					18,390 24.1				16,480 21.6				14,420 18.9			
BS TV					WHITE SHADOW (OP)				HAWAII FIVE-O				PARIS			
RAGE AUDIENCE holds (000) & %					14,340 18.8				12,740 16.7				11,450 15.0		15.3*	14.6*
RE OF AUDIENCE %					28 17.3		17.7* 18.1		25 15.8		15.6* 15.3		26* 17.8*		25* 14.9	25* 14.5
AUD. BY ¼ HR. %																
AL AUDIENCE holds (000) & %					31,890 41.8											
BC TV					ROSE BOWL GAME USC VS OHIO STATE (8:00-8:00PM)(OP)				ORANGE BOWL GAME FLORIDA STATE VS OKLAHOMA (8:00-11:11PM)(OP)(OP)							
RAGE AUDIENCE holds (000) & %					19,150 25.1		26.0* 40*		25.8* 38*		26.4* 38*		24.7* 36*		25.6* 39*	23.8* 39*
RE OF AUDIENCE %					26.4 25.7		25.2 27*		26.4 29*		25.9 23*		24.8 26*		25.3 25*	24.2 23.5
AUD. BY ¼ HR. %																
AL AUDIENCE holds (000) & %					21,060 27.6		19,840 26.0		23,040 30.2		19,300 25.3		19,230 25.2			
BC TV					HAPPY DAYS		ONE IN A MILLION		THREE'S COMPANY		TAXI (OP)		HART TO HART			
RAGE AUDIENCE holds (000) & %					19,080 25.0		18,240 23.9		20,910 27.4		17,780 23.3		15,720 20.6		21.0*	20.3*
RE OF AUDIENCE %					37 24.2		35 25.8		40 23.6		35 28.0		35 23.3		34* 20.6	35* 20.1
AUD. BY ¼ HR. %																
AL AUDIENCE holds (000) & %					14,950 19.6				15,180 19.9				12,210 16.0			
S TV					WHITE SHADOW (OP)				HAWAII FIVE-O				PARIS			
RAGE AUDIENCE holds (000) & %					11,370 14.9		14.1* 22		15.8* 23*		14.6* 21*		16.2* 24*		13.7* 22*	13.3* 23*
RE OF AUDIENCE %					22 14.0		21* 14.2		23* 15.6		21* 15.9		24* 16.2		22* 13.6	23* 13.7
AUD. BY ¼ HR. %																
AL AUDIENCE holds (000) & %					15,260 20.0				23,200 30.4							
C TV					SHERIFF LOBO (OP)				Jukebox Music Awards							
RAGE AUDIENCE holds (000) & %					12,590 16.5		16.2* 25		16.9* 25*		15,260 20.0		20.7* 31*		20.9* 34*	20.2* 35*
RE OF AUDIENCE %					16.1 16.4		16.4 16.9		16.8 16.8		18.1 18.6		21.1 20.3		21.5 20.3	20.8 19.6
AUD. BY ¼ HR. %																
US USING TV WK. 1		54.3	54.5	65.4	66.4	65.7	66.4	67.3	69.5	68.9	68.7	67.3	67.2	63.8	60.8	58.5
US USING TV WK. 2		53.9	54.2	64.7	65.4	66.2	67.2	67.2	67.9	68.0	69.2	67.6	67.2	62.8	60.5	58.8
Households: 76,300,000																

For explanation of symbols, See page A.

EVE.TUE. JAN.8, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. JAN.2, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ABC TV																	
ALL AUDIENCE Holds (000) & %	22,660 29.7				21,360 28.0				19,840 26.0								
PROGRAM	EIGHT IS ENOUGH				CHARLIE'S ANGELS (OP)				VEGAS								
AGE AUDIENCE Holds (000) & %	19,690 25.8				17,320 22.7				16,400 21.5				21.5*				
PERCENT OF AUDIENCE	37				33				34				35 *				
AUD. BY 1/4 HR.	24.1				21.9				23.5				21.2				
CBS TV																	
ALL AUDIENCE Holds (000) & %	14,120 18.5				22,660 29.7												
PROGRAM	YOUNG MAVERICK (OP)				CBS WEDNESDAY NIGHT MOVIE OHMS												
AGE AUDIENCE Holds (000) & %	11,220 14.7				15,640 20.5								20.3*				
PERCENT OF AUDIENCE	21				31				30				33 *				
AUD. BY 1/4 HR.	14.1				19.6				20.9				20.2				
ABC TV																	
ALL AUDIENCE Holds (000) & %	21,670 28.4				17,470 22.9				16,180 21.2				16,100 21.1				
PROGRAM	REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				JOE'S WORLD				BEST-SATURDAY NIGHT LIVE (R)				
AGE AUDIENCE Holds (000) & %	17,170 22.5				15,790 20.7				14,800 19.4				12,890 16.9				
PERCENT OF AUDIENCE	32				30				28				26 *				
AUD. BY 1/4 HR.	21.0				20.2				19.1				16.5				
ABC TV																	
ALL AUDIENCE Holds (000) & %	21,820 28.6				23,200 30.4				21,290 27.9								
PROGRAM	EIGHT IS ENOUGH				CHARLIE'S ANGELS (OP)				VEGAS								
AGE AUDIENCE Holds (000) & %	18,160 23.8				17,320 22.7				17,470 22.9				22.9*				
PERCENT OF AUDIENCE	36				34				38				38 *				
AUD. BY 1/4 HR.	22.2				19.8				26.5				22.6				
CBS TV																	
ALL AUDIENCE Holds (000) & %	12,670 16.6				26,170 34.3												
PROGRAM	YOUNG MAVERICK (OP)				SEIZURE-KATHY MORRIS												
AGE AUDIENCE Holds (000) & %	9,610 12.6				18,160 23.8								24.8*				
PERCENT OF AUDIENCE	19				37				36				42 *				
AUD. BY 1/4 HR.	12.5				20.1				24.6				24.2				
ABC TV																	
ALL AUDIENCE Holds (000) & %	22,660 29.7				17,010 22.3				8,700 11.4								
PROGRAM	REAL PEOPLE (OP)				DIFF'RENT STROKES				LIVE FROM STUDIO 8H								
AGE AUDIENCE Holds (000) & %	18,690 24.5				15,410 20.2				4,500 5.9				5.1*				
PERCENT OF AUDIENCE	37				30				9				9 *				
AUD. BY 1/4 HR.	23.1				20.5				8.6				5.1				
HOUSEHOLDS: 76,300,000																	
DS USING TV	WK. 1	64.8	65.3	66.1	67.0	67.7	69.4	70.4	70.3	69.2	69.5	69.7	68.7	67.1	65.0	62.9	61.3
ref. 1)	WK. 2	64.3	65.1	64.6	65.1	64.5	66.5	66.8	67.9	67.7	68.0	67.5	66.8	63.2	62.1	61.3	58.2

DS USING TV WK. 1	64.6	65.3	66.1	67.0	67.7	69.4	70.4	70.3	69.2	69.5	69.7	68.7	67.1	65.0	62.9	61.3
(ref. 1) WK. 2	64.3	65.1	64.6	65.1	64.5	66.5	66.8	67.9	67.7	68.0	67.5	66.8	63.2	62.1	61.3	58.2
Households: 76,300,000																

For explanation of symbols, See page A.

EVE.WED. JAN.9, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. JAN.3, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %	{				21,140 27.7	19,760 25.9		19,840 26.0		17,400 22.8		16,860 22.1				
BC TV					MORK & MINDY		BENSON		BARNEY MILLER		SOAP (OP)		20/20			
AGE AUDIENCE holds (000) & %	{				18,540 24.3	18,310 24.0		17,550 23.0		15,720 20.6		12,670 16.6				16.1*
RE OF AUDIENCE %	{				36	34		33		30		25				25 *
AUD. BY ¼ HR. %	{				23.0	25.6	24.0	24.0	23.3	22.7	20.8	20.5	17.0	17.1	16.7	15.4
AL AUDIENCE holds (000) & %	{				18,620 24.4	18,540 24.3		21,750 28.5								
IS TV					WALTONS (OP)		BARNABY JONES		KNOTS LANDING							
AGE AUDIENCE holds (000) & %	{				15,030 19.7	18.8*	20.5*		15,260 20.0	19.1*	21.0*		17,780 23.3	23.0*	23.5*	
RE OF AUDIENCE %	{				29	28 *	29 *		29	27 *	30 *		36	34 *	37 *	
AUD. BY ¼ HR. %	{				18.0	19.6	20.6	20.5	18.4	19.7	20.9	21.0	22.3	23.7	23.5	23.5
AL AUDIENCE holds (000) & %	{				18,540 24.3	24,490 32.1										
BC TV					BUCK ROGERS-25TH CENTURY (OP)		SINATRA: FIRST 40 YEARS									
AGE AUDIENCE holds (000) & %	{				14,190 18.6	17.4*	19.9*		17,170 22.5	21.4*	22.6*		23.5*		22.6*	
RE OF AUDIENCE %	{				27	26 *	28 *		33	31 *	33 *		35 *		35 *	
AL AUDIENCE holds (000) & %	{				18,310 24.0	17.7	17,170 22.5		17,630 23.1	21.9	22.2	22.9	23.9	23.2	23.0	22.2
BC TV					MORK & MINDY		BENSON		BARNEY MILLER		SOAP (OP)		20/20			
AGE AUDIENCE holds (000) & %	{				16,330 21.4	15,570 20.4		15,720 20.6		15,180 19.9		12,060 15.8				14.8*
RE OF AUDIENCE %	{				33	30		31		31		27				26 *
AUD. BY ¼ HR. %	{				20.7	22.1	19.9	21.0	20.6	20.6	19.7	20.1	17.4	16.2	15.3	14.2
AL AUDIENCE holds (000) & %	{				18,620 24.4	15,720 20.6		18,080 23.7								
S TV					WALTONS (OP)		BARNABY JONES		KNOTS LANDING							
AGE AUDIENCE holds (000) & %	{				15,260 20.0	19.1*	20.8*		12,890 16.9	16.4*	17.4*		14,880 19.5	19.3*	19.6*	
RE OF AUDIENCE %	{				30	30 *	31 *		26	25 *	27 *		33	32 *	35 *	
AUD. BY ¼ HR. %	{				18.3	19.9	20.9	20.7	16.3	16.5	17.5	17.4	19.3	19.3	19.6	19.6
AL AUDIENCE holds (000) & %	{				15,790 20.7	18,920 24.8		16,860 22.1								
C TV					BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.		ROCKFORD FILES (B)							
AGE AUDIENCE holds (000) & %	{				11,980 15.7	14.8*	16.7*		15,490 20.3	19.6*	20.9*		13,730 18.0	18.4*	17.6*	
RE OF AUDIENCE %	{				24	23 *	25 *		31	30 *	32 *		31	30 *	31 *	
AUD. BY ¼ HR. %	{				14.7	14.8	16.4	17.0	19.1	20.1	20.9	20.9	18.3	18.6	17.9	17.2
US USING TV WK. 1	61.9	62.3	62.8	64.2	66.8	69.2	69.8	70.5	69.3	70.2	69.0	69.2	67.0	66.5	65.4	63.2
US USING TV WK. 2	62.1	63.6	62.5	63.5	63.8	65.0	66.7	67.4	66.7	66.0	65.3	64.6	61.7	59.9	57.9	55.1
Households: 76,300,000																

For explanation of symbols, See page A.

EVE.THU. JAN.10, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.FRI. JAN.4, 1980

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

AL AUDIENCE		{		19,990						14,730					
holds (000) & %		{		26.2						19.3					
3C TV		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													
		{													

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. JAN.5, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45								
ALL AUDIENCE holds (000) & %	{				16,250 21.3	{				14,120 18.5	{				17,700 23.2	{				22,130 29.0	{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{				{				{			
holds (000) & %	{				{				{				{				{				{			
ABC TV	{				{				{				{				{				{			
AGE AUDIENCE	{				{				{				{				{				{			
OF AUDIENCE	{				{				{				{				{				{			
AUD. BY ¼ HR.	{				{				{				{				{				{			
ALL AUDIENCE	{				{				{				{											

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. JAN.6, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %	7,320 9.6				25,480 33.4								13,580 17.8			
3C TV	CARTER/MONDALE PRES COMM.		WEEKEND SPECIALS SUN SOUP AND ME (R)(SUS)		ABC SUNDAY NIGHT MOVIE THE LONGEST YARD (8:00-10:26PM)(R)(-OP)											
AGE AUDIENCE holds (000) & %	5,650 7.4				16,860 22.1	18.2*			21.3*				11,450 15.0			
RE OF AUDIENCE %	11				30	25 *			29 *				24			
AUD. BY 1/4 HR. %	7.9	6.9			16.7	19.7	21.0	21.6	22.8	23.4	23.9	24.2	25.1	17.5	15.0	14.3
AL AUDIENCE holds (000) & %					29,830 39.1				21,290 27.9		19,080 25.0		21,520 28.2			
IS TV	CBS NFL CHAMPIONSHIP LOS ANGELES VS TAMPA BAY (5:00-7:59PM)(S)(OP)		60 MINUTES (8:00-9:06PM)(S)(OP)(-OP)		ALICE (9:06-9:36PM) (-OP)		JEFFERSONS (9:36-10:06PM) (-OP)		TRAPPER JOHN, M.D. (10:06-11:06PM)							
AGE AUDIENCE holds (000) & %					24,800 32.5	32.8*			19,840 26.0		17,930 23.5		16,480 21.6			
RE OF AUDIENCE %					44	46 *			35		32		32	20.1*		22.7*
AUD. BY 1/4 HR. %	36.2	36.6	38.0	38.6	32.9	32.7	32.0	32.8	26.6	25.9	23.5	23.6	19.6	20.4	22.6	22.9
AL AUDIENCE holds (000) & %	20,070 26.3				26,170 34.3											
IC TV	DISNEY'S WONDERFUL WORLD DONALD DUCK QUACKS UP (R)		BIG EVENT SKAG (OP)													
AGE AUDIENCE holds (000) & %	14,570 19.1	16.9*			17,320 22.7	19.4*			21.3*		23.5*		23.8*		23.7*	24.7*
RE OF AUDIENCE %	28	25 *			32	27 *			29 *		32 *		33 *		34 *	39 *
AUD. BY 1/4 HR. %	15.4	18.5	20.7	21.0	18.9	19.9	21.0	21.6	23.2	23.8	23.9	23.8	23.5	23.9	25.0	24.4
AL AUDIENCE holds (000) & %	10,000 13.1				17,470 22.9				23,810 31.2							
C TV	ABC NEWS CLOSEUP ESCAPE FROM JUSTICE: NAZI WAR CRIMINALS IN AMERICA		GUINNESS BK-WORLD RECORDS (OP)		ABC SUNDAY NIGHT MOVIE DALLAS COMBOYS CHEERLEADERS II (9:00-10:55PM)(SUS)(OP)											
AGE AUDIENCE holds (000) & %	7,400 9.7	9.3*			13,660 17.9	16.4*			15,640 20.5							
RE OF AUDIENCE %	15	15 *			26	24 *			32							
AUD. BY 1/4 HR. %	9.3	9.2	9.7	10.5	16.0	16.8	19.0	19.6	21.1	19.7	20.6	19.8	20.7	21.1	20.9	19.8
AL AUDIENCE holds (000) & %	25,870 33.9				18,460 24.2				22,970 30.1		22,360 29.3		20,600 27.0			
S TV	60 MINUTES		ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.					
AGE AUDIENCE holds (000) & %	21,060 27.6	27.7*			16,940 22.2				20,980 27.5		20,450 26.8		17,550 23.0			
RE OF AUDIENCE %	43	44 *			33				41		40		37	23.5*		22.6*
AUD. BY 1/4 HR. %	26.9	28.4	28.1	27.1	21.7	22.6	20.6	21.6	26.4	28.6	26.6	26.9	23.7	23.2	22.8	22.5
AL AUDIENCE holds (000) & %	23,270 30.5								18,010 23.6							
C TV	DISNEY'S WONDERFUL WORLD THAT DARN CAT (R)(OP)		BIG EVENT THE FRANKEN PROJECT													
AGE AUDIENCE holds (000) & %	16,710 21.9	19.3*							12,820 16.8		16.7*		16.8*		17.3*	16.5*
RE OF AUDIENCE %	33	30 *							26		25 *		25 *		27 *	27 *
AUD. BY 1/4 HR. %	18.1	20.5	21.6	22.6	23.6	23.8	23.2	22.1	16.8	16.6	16.7	16.9	17.3	17.3	16.8	16.2
DS USING TV of. 1)	WK. 1 66.4	68.5	69.6	71.3	71.5	72.5	73.6	74.7	74.5	73.8	72.8	72.6	70.7	67.2	63.9	62.8
of. 2)	WK. 2 62.5	64.8	65.6	66.4	66.9	68.5	68.4	68.9	67.7	67.7	66.4	66.0	64.2	63.7	62.5	59.7
Households	76,300,000															

For explanation of symbols, See page A

EVE.SUN. JAN.13, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
TOTAL AUDIENCE Households (000) & %	{ 5,950 7.8															
ABC TV ABC WEEKEND REPORT-SUN																
AVERAGE AUDIENCE Households (000) & %	{ 5,650 7.4															
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 14 7.4															
TOTAL AUDIENCE Households (000) & %	{ 6,640 8.7								{ 8,240 10.8							
CBS TV CBS SUNDAY NEWS-BRADLEY (11:06-11:21PM) (OP)									LATE MOVIE I (TJ-F)>(S)(OP)(-OP) (OP)							
AVERAGE AUDIENCE Households (000) & %	{ 6,490 8.5								{ 5,570 7.3							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 17 8.8								{ 23 8.6							
TOTAL AUDIENCE Households (000) & %	{ 4,200 5.5								{ 10,680 14.0							
NBC TV NBC LATE NIGHT MOVIE (11:30-1:02AM) (-OP)									TONIGHT SHOW >(-OP)							
AVERAGE AUDIENCE Households (000) & %	{ 2,370 3.1								{ 6,260 8.2							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 12 3.5*								{ 27 10*							
TOTAL AUDIENCE Households (000) & %	{ 6,180 8.1								{ 3,590 4.7							
CBS TV ABC WEEKEND REPORT-SUN									TOMORROW SHOW (M-TH)>(OP)(-OP)							
AVERAGE AUDIENCE Households (000) & %	{ 6,030 7.9								{ 2,440 3.2							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 17 7.9								{ 21 3.2							
TOTAL AUDIENCE Households (000) & %	{ 7,020 9.2								{ 4,270 5.6							
CBS TV CBS SUNDAY NEWS-BRADLEY									LATE MOVIE I >(S)(OP)(-OP)							
AVERAGE AUDIENCE Households (000) & %	{ 6,870 9.0								{ 5,110 6.7							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 19 9.0								{ 23 7.7							
TOTAL AUDIENCE Households (000) & %	{ 3,280 4.3								{ 10,830 14.2							
NBC TV NBC LATE NIGHT MOVIE (11:30-12:13AM)									TONIGHT SHOW >							
AVERAGE AUDIENCE Households (000) & %	{ 2,370 3.1								{ 6,330 8.3							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 10 3.5								{ 28 9.7							
TOTAL AUDIENCE Households (000) & %	{ 3,280 4.3								{ 3,130 4.1							
CBS TV ABC WEEKEND REPORT-SUN									TOMORROW SHOW (M-TH)>(OP)(-OP)							
AVERAGE AUDIENCE Households (000) & %	{ 2,370 3.1								{ 2,440 3.2							
PERCENTAGE OF AUDIENCE BY 1/4 HR. %	{ 10 3.5								{ 22 3.5*							
TOTAL AUDIENCE Households (000) & %	{ 3,280 4.3								{ 3,130 4.1							
DS USING TV WK. 1	54.8	47.5	37.5	31.5	26.7	24.3	21.1	41.6	37.2	33.1	29.8	27.1	24.6	20.8	17.6	15.6
WK. 2	49.3	42.9	34.3	29.1	25.7	23.6	21.2	38.2	34.2	29.8	26.4	23.3	20.7	17.9	15.6	13.9

Households: 76,300,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 31, 1979-JAN. 4, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ALL AUDIENCE Ests (000) & %	2,370 3.1 5,110 6.7																
ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) GOOD MORNING, AMERICA-830 (PARTICIPATING) (CO-OP) (PARTICIPATING)																
AGE AUDIENCE Ests (000) & %	1,910 4,120																
OF AUDIENCE %	2.5 5.4																
AUD. BY 1/4 HR. %	20 27																
	2.4 2.6 5.1 5.6																
ALL AUDIENCE Ests (000) & %	2,900 3,590 3,200 4,200																
S TV	MORNING MON-FRI (CO-OP) (PARTICIPATING) CAPTAIN KANGAROO																
AGE AUDIENCE Ests (000) & %	1,910 2,210 2,590 3,740																
OF AUDIENCE %	2.5 2.6* 2.9 2.4* 3.4*																
AUD. BY 1/4 HR. %	21 16 15* 18*																
	2.4 2.5 2.6 2.2 2.7 3.2 3.4																
ALL AUDIENCE Ests (000) & %	3,660 5,420 4,270 4,350																
C TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)(MTWTF) TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)(MTWTF) (CP)																
AGE AUDIENCE Ests (000) & %	2,980 4,650 3,510 3,820																
OF AUDIENCE %	3.9 6.1 4.6 5.0																
AUD. BY 1/4 HR. %	28 31 22 22																
	3.5 4.8 6.6 5.5 5.6																
ALL AUDIENCE Ests (000) & %	2,670 4,270																
C TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																
AGE AUDIENCE Ests (000) & %	2,670 4,270																
OF AUDIENCE %	3.5 5.6																
AUD. BY 1/4 HR. %	22 31																
	3.5 3.6 5.5 5.6																
ALL AUDIENCE Ests (000) & %	3,590 3,430 2,750 3,360																
S TV	MORNING MON-FRI (CO-OP) (PARTICIPATING) CAPTAIN KANGAROO																
AGE AUDIENCE Ests (000) & %	2,290 2,060 2,140 2,900																
OF AUDIENCE %	3.0 3.0* 2.7 2.5* 2.9*																
AUD. BY 1/4 HR. %	20 19* 15 14* 16*																
	2.9 3.0 3.0 2.4 2.6 2.9 2.9																
ALL AUDIENCE Ests (000) & %	3,740 4,960 3,510 4,270																
C TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)																
AGE AUDIENCE Ests (000) & %	2,980 4,200 2,980 3,510																
OF AUDIENCE %	3.9 5.5 3.9 4.6																
AUD. BY 1/4 HR. %	25 31 20 22																
	3.7 4.1 5.6 5.4 3.8 4.0 4.5 4.7																
US USING TV of 1)	WK 1	6.4	8.2	10.0	11.4	13.1	15.0	16.3	17.8	19.2	20.8	22.1	23.0	23.1	24.2	25.3	26.6
	WK 2	7.7	9.3	12.8	14.7	15.9	17.2	17.4	17.4	17.6	18.9	19.2	19.4	19.2	20.0	20.5	21.2

Household: 76,300,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 7-11, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.31, 1979-JAN.4, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
DEC. 31, 1979-JAN. 1, 1980																
TAL AUDIENCE holds (000) & %																
BC TV	5,720 7.5		6,100 8.0		5,340 7.0		7,020 9.2		9,920 13.0				9,610 12.6			
	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (M-W-F)(S)(OP)			
ERAGE AUDIENCE holds (000) & %																
ARE OF AUDIENCE	4,730 6.2		5,260 6.9		4,430 5.8		5,950 7.8		7,550 9.9	9.3*		10.4*	7,320 9.6	9.5*		9.8*
AUD. BY 1/4 HR.	5.9	6.5	6.6	7.2	5.5	6.1	7.6	8.0	8.9	9.8	10.4	10.5	30 9.5	29* 9.5		30* 9.8
TAL AUDIENCE holds (000) & %																
BS TV	5,800 7.6		6,790 8.9				7,320 9.6		8,930 11.7		9,230 12.1				9,000 11.8	
	PRICE IS RIGHT 1 (M-W-F)(S)(OP)		PRICE IS RIGHT 2 (M-W-F)(S)(OP)				SEARCH FOR TOMORROW (M-W-F)(S)(OP)		YOUNG AND THE RESTLESS (M-W-F)(S)(OP)		AS THE WORLD TURNS (M-W-F)(S)(OP)				GUIDING LIGHT (M-W-F)(S)(OP)	
RAGE AUDIENCE holds (000) & %																
IRE OF AUDIENCE	4,960 6.5		5,950 7.8				6,560 8.6		8,010 10.5		6,640 8.7	8.2*		9.1*	7,170 9.4	9.2*
AUD. BY 1/4 HR.	6.2	6.9	7.4	8.2			8.4	8.6	10.3	10.7	8.3	8.2	9.0	9.2	29 9.0	29* 9.3
TAL AUDIENCE holds (000) & %																
BC TV	4,350 5.7		4,960 6.5		3,360 4.4		5,110 6.7		7,250 9.5				6,410 8.4		8,850 11.6	
	HIGH ROLLERS (M-W-F)(S)(OP)		WHEEL OF FORTUNE (M-W-F)(S)(OP)		MINDREADERS (M-W-F)(S)(OP)		PASSWORD PLUS (M-W-F)(S)(OP)		DAYS OF OUR LIVES (M-W-F)(S)(OP)		DOCTORS		ANOTHER WORLD			
RAGE AUDIENCE holds (000) & %																
RE OF AUDIENCE	3,890 5.1		4,350 5.7		2,820 3.7		4,200 5.5		5,190 6.8	6.4*		7.3*	5,650 7.4		6,180 8.1	7.6*
IL AUDIENCE	4,880 6.4		5,880 7.7		4,650 6.1		7,100 9.3		9,690 12.7	20*		22*	9,460 12.4		22	21*
C TV																
	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
AGE AUDIENCE olds (000) & %																
IE OF AUDIENCE	4,120 5.4		4,960 6.5		3,970 5.2		5,950 7.8		7,480 9.8	9.4*		10.2*	7,400 9.7	9.5*		10.0*
AUD. BY 1/4 HR.	5.1	5.6	6.1	6.8	5.0	5.4	7.5	8.0	9.2	9.7	10.1	10.4	32 9.4	31* 9.6	10.0	33* 10.0
L AUDIENCE olds (000) & %																
S TV	5,720 7.5		6,790 8.9				7,400 9.7		9,080 11.9		8,620 11.3				8,090 10.6	
	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT			
AGE AUDIENCE olds (000) & %																
E OF AUDIENCE	4,960 6.5		5,880 7.7				6,490 8.5		8,090 10.6		6,560 8.6	8.4*		8.9*	6,410 8.4	8.4*
AUD. BY 1/4 HR.	6.0	6.9	7.4	8.0			8.5	8.6	10.4	10.7	8.3	8.4	8.9	29* 8.9	27 8.4	27* 8.4
L AUDIENCE olds (000) & %																
C TV	4,350 5.7		5,040 6.6		3,130 4.1		5,190 6.8		7,100 9.3				5,490 7.2		8,010 10.5	
	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
AGE AUDIENCE lds (000) & %																
E OF AUDIENCE	3,820 5.0		4,350 5.7		2,750 3.6		4,270 5.6		5,190 6.8	6.5*		7.2*	5,040 6.6		5,490 7.2	7.0*
AUD. BY 1/4 HR.	5.0	5.0	5.5	5.8	3.4	3.8	5.5	5.7	6.6	6.5	7.2	7.1	22 6.5	22 6.6	22 6.9	23* 7.0
DS USING TV																
WK. 1	27.3	28.7	30.0	31.9	33.7	35.2	35.9	36.0	35.5	36.1	36.2	36.8	35.9	36.0	35.6	36.0
WK. 2	21.5	22.8	23.8	25.5	27.8	29.7	30.1	30.7	30.9	31.3	30.8	30.9	30.2	30.5	30.4	30.7

Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.7-11, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.31, 1979-JAN.4, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
<p>ABC TV</p> <p>GENERAL AUDIENCE (000) & % { 10,300 13.5</p> <p>PROGRAMS GENERAL HOSPITAL (MTHF)(S)(OP) 5,260 6.9</p> <p>EDGE OF NIGHT (MTHF)(S)(OP) (S)(OP) 11,600 15.2</p> <p>ABC WORLD NEWS TONIGHT</p> <p>PEAK AUDIENCE (000) & % { 8,240 10.8 10.4* 11.2* 4,500 5.9</p> <p>PERCENT OF AUDIENCE % 32 31* 32* 17 22</p> <p>AUD. BY 1/4 HR. % 10.1 10.7 11.1 11.3 6.1 5.8 10,070 13.2</p>																	
<p>CBS TV</p> <p>GENERAL AUDIENCE (000) & % { 7,400 9.7 3,360 4.4</p> <p>PROGRAMS GUIDING LIGHT (W-F)(S)(OP) ONE DAY AT A TIME-M-F (W-F)(S)(OP) LOVE OF LIFE (MWF)(S)(OP) (S)(OP) 13,960 18.3</p> <p>CBS EVENING NEWS-CRONKITE</p> <p>PEAK AUDIENCE (000) & % { 6,490 8.5 2,980 3.9</p> <p>PERCENT OF AUDIENCE % 29* 26 11 16.3</p> <p>AUD. BY 1/4 HR. % 9.7 9.5 8.1 8.8 3.8 4.0 12,440 16.3</p>																	
<p>NBC TV</p> <p>GENERAL AUDIENCE (000) & % { 10,680 14.0</p> <p>PROGRAMS ANOTHER WORLD (S)(OP) 12,060 15.8</p> <p>NBC NIGHTLY NEWS (MTHF)(S)(OP)</p> <p>PEAK AUDIENCE (000) & % { 8,330 10.8 11.7* 4,500 5.9</p> <p>PERCENT OF AUDIENCE % 34 34* 35* 17 23</p> <p>AUD. BY 1/4 HR. % 10.6 11.0 11.6 11.8 5.9 5.9 14,1 14.3</p>																	
<p>CBS TV</p> <p>GENERAL AUDIENCE (000) & % { 7,480 9.8 3,130 4.1</p> <p>PROGRAMS GUIDING LIGHT (W-F)(S)(OP) ONE DAY AT A TIME-M-F (W-F)(S)(OP) LOVE OF LIFE (MWF)(S)(OP) (S)(OP) 14,190 18.6</p> <p>CBS EVENING NEWS-CRONKITE</p> <p>PEAK AUDIENCE (000) & % { 6,330 8.3 2,590 3.4</p> <p>PERCENT OF AUDIENCE % 26* 25 10 16.9</p> <p>AUD. BY 1/4 HR. % 8.5 8.5 8.0 8.7 3.3 3.5 16.6 17.1</p>																	
<p>NBC TV</p> <p>GENERAL AUDIENCE (000) & % { 7,220 9.5 3,130 4.1</p> <p>PROGRAMS ANOTHER WORLD (S)(OP) 12,820 16.8</p> <p>NBC NIGHTLY NEWS</p> <p>PEAK AUDIENCE (000) & % { 7,220 9.5 3,130 4.1</p> <p>PERCENT OF AUDIENCE % 22* 23* 25 15.2</p> <p>AUD. BY 1/4 HR. % 7.1 7.3 7.6 7.6 15.0 15.5</p>																	
<p>HOUSEHOLDS 75,300,000</p> <p>HOUSEHOLDS USING TV WK. 1 WK. 2 36.4 37.4 37.5 38.5 37.9 39.5 40.5 42.3 44.0 46.8 49.5 51.9 55.2 57.8 59.0 60.3</p> <p>DEF. 1) 31.8 33.2 33.5 34.8 34.9 37.0 38.5 40.8 42.9 45.6 48.3 51.1 55.2 57.9 59.7 61.7</p>																	

For explanation of symbols, See page A

DAY MON.-FRI. JAN.7-11, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN. 5, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
AL AUDIENCE holds (000) & %					2,370 3.1	3,820 5.0	3,820 5.0	4,810 6.3	4,960 6.5	5,340 7.0						
AGE AUDIENCE holds (000) & %					1,830 2.4	3,050 4.0	3,200 4.2	3,660 4.8	3,970 5.2	4,580 6.0						
RE OF AUDIENCE %					23	26	21	20	19	21						
AUD. BY ¼ HR. %					2.3	2.5	3.6	4.3	4.0	4.4	4.4	5.2	5.2	5.2	5.5	6.5
BS TV																
AL AUDIENCE holds (000) & %					2,290 3.0	3,360 4.4	7,320 9.6	9,540 12.5	10,680 14.0	8,850 11.6						
AGE AUDIENCE holds (000) & %					1,750 2.3	2,980 3.9	5,650 7.4	8,240 10.8	9,310 12.2	7,860 10.3						
RE OF AUDIENCE %					19	24	35	43	45	38						
AUD. BY ¼ HR. %					1.9	2.6	6.6	8.2	10.1	11.5	12.0	12.4	10.6	10.0		
BC TV																
AL AUDIENCE holds (000) & %					2,520 3.3	3,970 5.2	5,110 6.7	5,340 7.0	5,490 7.2	5,570 7.3						
AGE AUDIENCE holds (000) & %					1,910 2.5	3,130 4.1	4,270 5.6	4,730 6.2	4,580 6.0	4,580 6.0						
RE OF AUDIENCE %					24	27	28	25	22	21						
AUD. BY ¼ HR. %					2.8	3.5	6.7	7.6	7.8	8.0						
C TV																
AL AUDIENCE holds (000) & %					2,140 2.8	3,360 4.4	4,200 5.5	4,810 6.3	4,960 6.5	5,420 7.1						
AGE AUDIENCE holds (000) & %					2,140 2.8	3,360 4.4	4,200 5.5	4,810 6.3	4,960 6.5	5,420 7.1						
RE OF AUDIENCE %					26	25	24	24	23	24						
AUD. BY ¼ HR. %					2.3	3.2	5.3	5.8	5.9	6.6	6.6	6.3	6.8	7.4		
S TV																
AL AUDIENCE holds (000) & %					3,050 4.0	4,350 5.7	7,400 9.7	8,550 11.2	9,380 12.3	8,240 10.8						
AGE AUDIENCE holds (000) & %					2,290 3.0	3,510 4.6	5,950 7.8	7,550 9.9	8,160 10.7	7,100 9.3						
RE OF AUDIENCE %					26	25	33	37	38	31						
AUD. BY ¼ HR. %					2.5	3.5	7.4	8.3	9.6	10.2	10.3	11.1	9.6	9.0		
C TV																
AL AUDIENCE holds (000) & %					2,670 3.5	4,200 5.5	4,880 6.4	5,340 7.0	5,650 7.4	6,490 8.5						
AGE AUDIENCE holds (000) & %					2,060 2.7	3,510 4.6	4,200 5.5	4,730 6.2	4,730 6.2	5,260 6.9						
RE OF AUDIENCE %					25	26	24	24	22	24						
AUD. BY ¼ HR. %					2.2	3.2	5.2	5.8	6.4	6.1	6.3	6.2	6.6	7.3		
DS USING TV																
WK. 1	4.9	6.2	7.5	8.8	10.4	13.2	15.4	17.4	19.9	22.3	24.4	26.0	26.5	27.4	26.7	27.6
WK. 2	4.4	5.1	6.3	8.1	10.9	14.0	17.0	20.5	23.7	25.5	26.5	27.4	27.6	28.2	28.3	29.6

Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JAN. 12, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN. 5, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45					
AL AUDIENCE holds (000) & %	{ 6,790 8.9	5,800 7.6	6,180 8.1	7,480 9.8	10,000 13.1																
3C TV	SCOOBY AND SCRAPPY DOO-2 (OP)	SPIDERWOMAN (OP)	ABC WEEKEND SPECIALS THE BIG HEX OF LITTLE LULU	AMERICAN BANDSTAND '80	PRO BOWLERS TOUR																
AGE AUDIENCE holds (000) & %	{ 5,720 7.5	4,880 6.4	5,110 6.7	4,120 5.4	5.3*	5,880										6.3*					
RE OF AUDIENCE %	26	22	22	17	17 *	7.7										18 *					
AUD. BY 1/4 HR. %	7.3	7.8	6.5	6.3	5.0	5.1	5.9	21										6.7			
AL AUDIENCE holds (000) & %	{ 8,470 11.1	7,250 9.5	6,100 8.0	7,780 10.2	7,400 9.7	4,960 6.5	18,310 24.0														
IS TV	ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES	CBS SPORTS SPEC. SP ED EAST-WEST SHRINE GAME (2:30-8:00PM)														
AGE AUDIENCE holds (000) & %	{ 7,320 9.6	5,950 7.8	5,110 6.7	6,260 8.2	6,180 8.1	3,890 5.1	6,180										7.9*				
RE OF AUDIENCE %	33	26	21	24	23	14	21										24 *				
AUD. BY 1/4 HR. %	9.6	9.6	8.2	7.4	8.4	7.8	5.1	5.1	7.3										8.5		
AL AUDIENCE holds (000) & %	{ 4,730 6.2	5,650 7.4	4,120 5.4	4,270 5.6	10,220 13.4	NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (1:00-3:16PM)															
C TV	CASPER AND THE ANGELS (OP)	JETSONS (OP)	HOT HERO SANDWICH PART I	HOT HERO SANDWICH PART II																	
AGE AUDIENCE holds (000) & %	{ 3,890 5.1	4,650 6.1	3,130 4.1	3,130 4.1	4,350 5.7	5.0*	5.6*										6.0*	6.1*			
RE OF AUDIENCE %	17	21	14	13	17	15 *	17 *										18 *	17 *			
AUD. BY 1/4 HR. %	5.0	5.3	5.6	5.5	5.0	5.1	5.6										6.0	6.1			
AL AUDIENCE holds (000) & %	{ 7,630 10.0	6,180 8.1	5,950 7.8	8,090 10.6	NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (2:00-4:33PM)																
C TV	SCOOBY AND SCRAPPY DOO-2 (OP)	SPIDERWOMAN (OP)	ABC WEEKEND SPECIALS THE GIRL WITH ESP	AMERICAN BANDSTAND '80																	
AGE AUDIENCE holds (000) & %	{ 6,410 8.4	5,340 7.0	5,340 7.0	4,810 6.3	5.8*	6.9*										8.1*					
RE OF AUDIENCE %	29	25	23	19	18 *	21 *										27 *					
AUD. BY 1/4 HR. %	8.5	8.3	7.0	6.9	6.1	6.8	6.9	8.2										8.9	8.9	8.6	
AL AUDIENCE holds (000) & %	{ 7,630 10.0	7,170 9.4	6,710 8.8	6,260 8.2	18,850 24.7	CBS SPTS SPEC SP. ED SAT SENIOR BOWL															
S TV	ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	30 MINUTES																	
AGE AUDIENCE holds (000) & %	{ 6,410 8.4	5,880 7.7	5,880 7.7	4,960 6.5	6,260 8.2	7.4*	7.7*										8.5*	8.8*			
RE OF AUDIENCE %	28	25	24	19	25	23 *	24 *										26 *	27 *			
AUD. BY 1/4 HR. %	8.6	8.3	7.6	7.8	7.2	7.6	7.7	7.8	8.2										8.9	8.9	8.6
AL AUDIENCE holds (000) & %	{ 4,880 6.4	4,810 6.3	3,890 5.1	5,260 6.9	5,490 7.2	8,160 10.7															
C TV	CASPER AND THE ANGELS (OP)	JETSONS (OP)	HOT HERO SANDWICH PART I	HOT HERO SANDWICH PART II	NBC'S OLYMPIC DIARY	NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (2:00-4:33PM)															
AGE AUDIENCE holds (000) & %	{ 4,200 5.5	3,820 5.0	2,980 3.9	3,740 4.9	3,050 4.0	3.5*	4.5*										4.7	5.0*	4.3*		
RE OF AUDIENCE %	19	18	13	15	12	11 *	14 *										14	15 *	13 *		
AUD. BY 1/4 HR. %	5.2	5.8	5.0	5.1	3.5	3.6	4.5	4.6	5.1										4.8	4.6	4.0
ADS USING TV Def. 1)	WK. 1 28.3	29.0	29.0	29.6	30.1	31.6	31.8	33.6	33.7	33.7	32.8	32.6	31.6	32.0	33.3	34.6					
	WK. 2 28.9	29.7	28.7	29.2	30.4	31.0	32.1	33.1	33.0	33.1	32.5	33.2	32.6	33.4	33.7	33.8					

LOS USING TV WK. 1	28.3	29.0	29.0	29.6	30.1	31.6	31.8	33.6	33.7	33.7	32.8	32.6	31.6	32.0	33.3	34.6
Def. 1) WK. 2	28.9	29.7	28.7	29.2	30.4	31.0	32.1	33.1	33.0	33.1	32.5	33.2	32.6	33.4	33.7	33.8

Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JAN. 12, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN. 5, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
DAY SAT. JAN. 5, 1979																
ABC TV PRO BOWLERS TOUR (3:00-4:00PM) → 21,750 28.5 → ABC WIDE WORLD-SPORTS SAT (4:00-7:04PM) HULA BOWL (4:00-7:04PM) RAGE AUDIENCE (000) & % { 7,940 RE OF AUDIENCE % { 10.4 8.9* 9.2* 10.1* 10.5* 11.8* 11.3* AUD. BY ¼ HR. % { 22* 23* 23* 25* 24* 23* 20* 7.7 8.4 8.7 8.5 9.2 8.7 8.9 9.6 10.2 10.1 10.9 10.2 11.5 12.1 11.4 11.2																
CBS TV CBS SPORTS SPEC. SP. ED. (2:30-5:06PM) EAST-WEST SHRINE GAME (2:30-5:06PM) RAGE AUDIENCE (000) & % { 9,690 RE OF AUDIENCE % { 28* 25* 22* 19* 15* 17* 21 AUD. BY ¼ HR. % { 9.8 9.8 9.4 8.6 8.9 8.3 8.2 7.0 6.3 6.1 7.0 8.0 9.1 12.1 13.2 3,430 4.5 PGA SPECIAL (3:00-4:00PM)																
NBC TV RAGE AUDIENCE (000) & % { 10,150 RE OF AUDIENCE % { 13.3 AUD. BY ¼ HR. % { 11.7 11,060 14.5 PRO BOWLERS TOUR (3:00-4:00PM) → 21,900 28.7 → ABC WIDE WORLD-SPORTS SAT (4:00-7:04PM) RAGE AUDIENCE (000) & % { 12,280 RE OF AUDIENCE % { 16.1 13.7* 16.9* 17.3* 16.6* AUD. BY ¼ HR. % { 24* 35 38* 37* 32* 6.7 7.2 7.8 8.0 8.9 9.5 12.8 14.7 16.5 17.3 17.6 16.9 16.6 16.7																
CBS TV CBS SPTS SPEC. SP. ED. SAT (4:30-6:05PM) SENIOR BOWL (4:30-6:05PM) RAGE AUDIENCE (000) & % { 7,940 RE OF AUDIENCE % { 10.4 19 9.8 11.1 AUD. BY ¼ HR. % { 9.5 9.0 8.1 7.9 7.8 7.9 6.4 5.9 6.1 5.9 6.3 6.6 7.7 9.8 11.1																
NBC TV NCAA BASKETBALL GAME-SAT. (2:00-4:33PM) BOB HOPE GOLF-SAT. (4:30-6:05PM) RAGE AUDIENCE (000) & % { 8,240 RE OF AUDIENCE % { 10.8 20 10.5 11.2 AUD. BY ¼ HR. % { 4.4 4.9 4.9 5.2 3.1 3.2 4.7 5.2 5.7 6.1 6.0 6.9 10.5 11.2																
ABC TV RAGE AUDIENCE (000) & % { 3,890 RE OF AUDIENCE % { 12* 14* 14* 14* 14* AUD. BY ¼ HR. % { 34.8 34.6 35.0 35.8 36.9 38.7 40.7 42.8 44.1 45.1 46.5 48.0 53.7 57.1 59.5 61.0 WK. 1 34.8 35.2 36.4 38.2 39.6 40.3 41.4 41.6 42.4 44.1 46.5 49.0 53.7 57.1 59.5 61.0 WK. 2 33.7 34.6 35.0 35.8 36.9 38.7 40.7 42.8 44.1 45.1 46.5 48.0 50.4 52.1 52.7 53.8																

Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JAN.12, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 6, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3S TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	
holds (000) & %																	
3C TV																	
AGE AUDIENCE																	
holds (000) & %																	
RE OF AUDIENCE																	
AUD. BY 1/4 HR.																	
AL AUDIENCE																	

For explanation of symbols, See page A

DAY SUN. JAN.13, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JAN.6, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

AL AUDIENCE holds (000) & %	{	4,120 5.4		3,430 4.5		3,590 4.7										
BC TV		KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)								
RAGE AUDIENCE holds (000) & %	{	3,280 4.3		2,670 3.5		2,670 3.5										
RE OF AUDIENCE %		15		12		11										
AUD. BY ¼ HR. %		4.5	4.1	3.4	3.5	3.8	3.1									

AL AUDIENCE holds (000) & %	{			4,200 5.5												
IS TV				FACE THE NATION												
RAGE AUDIENCE holds (000) & %	{			3,050 4.0												
RE OF AUDIENCE %				15												
AUD. BY ¼ HR. %				3.8	4.2											

AL AUDIENCE holds (000) & %	{				5,340 7.0	13,280 17.4		35,780 46.9								
BC TV					MEET THE PRESS	NFL '80-NBC		NFL CHAMPIONSHIP GAME-NBC HOUSTON VS PITTSBURGH (1:00-4:03PM)								
RAGE AUDIENCE holds (000) & %	{				3,970 5.2	10,680 14.0		26,090 34.2	27.2*		32.8*		34.9*		35.3*	
RE OF AUDIENCE %					18	40		68	63 *		68 *		70 *		69 *	
AUD. BY ¼ HR. %					4.5	5.9	12.5	15.5	24.3	29.3	32.8	34.9	35.3			

AL AUDIENCE holds (000) & %	{	1,450 1.9	1,750 2.3		2,370 3.1											
BC TV		KIDS ARE PEOPLE 3(B) (OP)	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS(B)		DIRECTIONS (SUS)									
RAGE AUDIENCE holds (000) & %	{	1,140 1.5	1,450 1.9		1,750 2.3											
RE OF AUDIENCE %		6	7		8											
AUD. BY ¼ HR. %		1.4	1.7	1.7	2.0	2.4	2.2									

AL AUDIENCE holds (000) & %	{			3,660 4.8				13,510 17.7								
IS TV				FACE THE NATION				NBA BASKETBALL GAME LOS ANGELES VS BOSTON (1:00-3:19PM)								
RAGE AUDIENCE holds (000) & %	{			3,050 4.0				6,490 8.5	7.1*		8.0*		8.9*		8.7*	
RE OF AUDIENCE %				16				24	22 *		23 *		25 *		24 *	
AUD. BY ¼ HR. %				3.9	4.1			6.5	7.7	7.7	8.4	9.3	8.5	8.5	8.9	

AL AUDIENCE holds (000) & %	{				3,740 4.9			8,770 11.5								
BC TV					MEET THE PRESS			NCAA BASKETBALL-NAT'L 2 SYRACUSE VS PURDUE (1:00-3:12PM)								
RAGE AUDIENCE holds (000) & %	{				3,130 4.1			4,040 5.3	4.3*		5.2*		5.5*		5.6*	
RE OF AUDIENCE %					16			15	13 *		15 *		15 *		15 *	
AUD. BY ¼ HR. %					4.1	4.1		4.1	4.4	5.2	5.2	5.5	5.6	5.4	5.7	

OLDS USING TV WK. 1	27.5	28.8	28.3	29.3	31.6	33.6	36.5	39.8	42.8	46.6	47.8	49.5	50.9	51.6	52.1	53.4
Def. 1) WK. 2	25.0	25.5	25.8	26.4	27.1	27.9	28.5	29.7	32.5	34.3	35.0	36.1	36.9	37.1	37.6	37.7

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. JAN.13, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JAN. 6, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
DAY SUN, 19																	
AL AUDIENCE	8,470																
holds (000) & %	11.1																
ABC TV	ABC WRLD NEWS TONIGHT-SUN																
AGE AUDIENCE	7,170																
holds (000) & %	9.4																
RE OF AUDIENCE	15																
AUD. BY 1/4 HR.	9.6 9.2																
AL AUDIENCE	20,220																
holds (000) & %	26.5																
CBS TV	CBS NFL CHAMPIONSHIP PRE																
AGE AUDIENCE	40,440																
holds (000) & %	53.0																
RE OF AUDIENCE	CBS NFL CHAMPIONSHIP																
AUD. BY 1/4 HR.	LOS ANGELES VS TAMPA BAY (5:00-7:58PM)(SUS)(OP)																
AL AUDIENCE	17,470																
holds (000) & %	22.9																
RE OF AUDIENCE	25,480																
AUD. BY 1/4 HR.	33.4 29.4* 32.9* 32.4* 31.2*																
	45 54 54 * 57 * 53 * 50 *																
	21.6 24.3 28.3 30.5 32.5 33.3 33.1 31.8 30.5 32.0																
AL AUDIENCE	19,080																
holds (000) & %	25.0																
NBC TV	NFL CHAMPIONSHIP GAME-NBC																
AGE AUDIENCE	HOUSTON VS PITTSBURGH (1:00-4:03PM)(-OP)																
holds (000) & %	18,160																
RE OF AUDIENCE	NFL CHAMPIONSHIP POST-NBC																
AUD. BY 1/4 HR.	(4:03-4:18PM)																
AL AUDIENCE	37.6* 37.7* 18,160																
holds (000) & %	69 * 68 * 23.8																
RE OF AUDIENCE	37.3 37.9 38.3 37.2 24.3 21.8																
AUD. BY 1/4 HR.	14 9.2																
AL AUDIENCE	8.8																
holds (000) & %	ABC WRLD NEWS-SUN(B)																
NBC TV	6,100																
AGE AUDIENCE	8.0																
holds (000) & %	15																
RE OF AUDIENCE	7.8 8.2																
AUD. BY 1/4 HR.																	
AL AUDIENCE	10,380																
holds (000) & %	13.6																
CBS TV	CBS SPTS SPEC SP ED SUN																
AGE AUDIENCE	(3:18-4:03PM)(-OP)																
holds (000) & %	13,350																
RE OF AUDIENCE	17.5																
AUD. BY 1/4 HR.	GRAND PRIX TENNIS-SUN																
	(4:03-8:00PM)																
AL AUDIENCE	7,400																
holds (000) & %	9.7																
RE OF AUDIENCE	9.8* 7.5 7.4* 7.4* 7.8* 7.2*																
AUD. BY 1/4 HR.	25 25 * 18 18 * 18 * 16 *																
	10.5 9.5 10.2 9.3 7.9 7.0 7.6 7.2 7.6 8.0 7.2 7.3																
AL AUDIENCE	8,770																
holds (000) & %	11.5																
NBC TV	SPORTSWORLD																
AGE AUDIENCE	(OP) (3:12-4:30PM)																
holds (000) & %	13,050																
RE OF AUDIENCE	17.1																
AUD. BY 1/4 HR.	BOB HOPE GOLF-SUN																
AL AUDIENCE	4,730																
holds (000) & %	6.2																
RE OF AUDIENCE	6.1* 6.7* 9.0 8.0* 8.8* 10.3* 9.0* 9.7																
AUD. BY 1/4 HR.	16 15 * 17 * 20 19 * 21 * 23 * 18 * 17																
	4.5 5.5 6.2 6.1 6.5 6.9 7.9 8.0 8.7 8.9 10.4 10.2 9.1 8.9 9.1 10.3																
WKS USING TV	WK. 1	54.8	55.9	55.9	56.3	54.2	52.9	52.7	54.1	55.3	57.1	58.4	60.3	62.6	63.7	64.6	64.9
Def. 1)	WK. 2	38.6	40.3	40.4	40.3	41.1	41.5	42.2	42.1	43.4	44.9	46.2	48.0	51.0	53.9	55.8	58.0

Households 76,300,000
A BASKETBALL GAME, LOS ANGELES VS BOSTON, CBS, (1:00-3:19PM)

For explanation of symbols, See page A

DAY SUN. JAN. 13, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC SPECIAL REPORT(SUS)	1	10.50-11.00PM	10.45														
ABC PROMO FILL-MON(SUS)	2	10.56-11.00PM	10.45														
EVENING TUESDAY																	
NBC ORANGE BOWL GAME(S)	1	8.00-11.11PM	+GRID 11.00	31,890	41.8	19,150	25.1	38	19.4								
EVENING FRIDAY																	
ABC B.A.D. CATS	1	8.00- 9.00PM	+GRID	19,990	26.2	13,050	17.1	26									
	1	9.16- 9.46PM							12.2								
			9.45														
ABC SPECIAL REPORT(SUS)	2	9.39- 9.42PM	9.30														
ABC ABC FRIDAY NIGHT MOVIE	1	9.46-11.15PM	+GRID 11.00	14,730	19.3	9,380	12.3	20	13.0								
CBS DUKES OF HAZZARD	1	9.20-10.20PM	+GRID 10.15	26,250	34.4	19,610	25.7	40	28.2								
							29.5*	45*									
CBS DALLAS	1	10.20-11.20PM	+GRID 11.00	23,880	31.3	20,600	27.0	45	27.9								
			11.15				27.6*	47*	26.8								
NBC SENSATIONAL, SHOCKING-70S(S)	1	9.17-11.17PM	+GRID	22,050	28.9	13,050	17.1	27									
VENING SATURDAY																	
			11.00						16.1								
			11.15						13.5								
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,260	20.0	15,260	20.0	33	20.0	15,570	20.4	15,570	20.4	33	20.4		
ABC ABC WEEKEND REPORT-SAT.	1	11.00-11.30PM	11.00	9,000	11.8	7,860	10.3	20	10.8								
			11.15						9.9								
ABC ABC WEEKEND RPT-SAT.(B)	2	11.00-11.15PM	11.00							5,720	7.5	5,490	7.2	13	7.2		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,310	12.2	9,310	12.2	19	12.2	11,900	15.6	11,900	15.6	25	15.6		
CBS BAKER FOR PRESIDENT(S)	1	10.54-11.00PM	10.45	11,900	15.6	9,310	12.2	22	12.2								
CBS REPUBLICAN DEBATE(SUS)	1	11.30- 1.31AM	11.30														
NBC NBC NEWS UPDATE-SAT.	2	8.58- 8.59PM	8.45							15,640	20.5	15,640	20.5	33	20.5		
	1	9.10- 9.11PM	9.00	18,080	23.7	18,080	23.7	38	23.7								
NBC SATURDAY NIGHT		11.30-12.49AM	11.30	17,700	23.2	11,520	15.1	41	16.5	16,400	21.5	11,140	14.6	37	15.1		
			11.45				16.8*	40*	17.1				15.2*	34*	15.2		
			12.00						14.6						15.2		
			12.15				14.6*	41*	14.6				14.8*	39*	14.3		
			12.30						13.5						13.8		
			12.45						12.7						12.3		
VENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	7,100	9.3	7,100	9.3	13	9.3								
ABC ABC SUNDAY NIGHT MOVIE	1	8.00-10.26PM	+GRID 10.15	25,480	33.4	16,860	22.1	30	23.0								
							24.2*	35*									
ABC ABC NEWSBRIEF-SUN.	2	8.58- 8.59PM	8.45							14,880	19.5	14,880	19.5	28	19.5		
ABC PROMO FILL-SUN(SUS)	2	10.55-11.00PM	10.45														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
CBS CBS NFL CHAMPIONSHIP POST(S)	1	7.59- 8.06PM	7.45 8.00	32,050	42.0	27,090	35.5	52	36.4 35.3										
CBS NEWSBREAK SUN.	1	8.04- 8.05PM	8.00	23,500	30.8	23,500	30.8	45	30.8										
CBS 60 MINUTES	1	8.06- 9.06PM	+GRID 9.00	29,830	39.1	24,800	32.5	44	32.0										
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								16,560	21.7	16,560	21.7	32	21.7			
CBS ALICE	1	9.06- 9.36PM	+GRID 9.30	21,290	27.9	19,840	26.0	35	25.6										
CBS JEFFERSONS	1	9.36-10.06PM	+GRID 10.00	19,080	25.0	17,930	23.5	32	23.4										
CBS TRAPPER JOHN, M.D.	1	10.06-11.06PM	+GRID 11.00	21,520	28.2	16,480	21.6	32	22.4										
NBC NBC NEWS UPDATE-SUN.	2	8.58- 8.59PM	8.45								15,030	19.7	15,030	19.7	29	19.7			
NBC NBC NEWS UPDATE-SUN.	1	9.09- 9.10PM	9.00	17,700	23.2	17,700	23.2	31	23.2										
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.02AM	+GRID 12.45 1.00	4,200	5.5	2,370	3.1 2.8*	12 14*	2.7 2.5										

EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2 1	> >	8.15 8.45 9.30 9.45	13,660	17.9	13,200	17.3	27	15.6 12.6 20.0	M-F FRI. TU-TH		14,880	19.5	14,730	19.3	29	15.1 16.5	M-F FRI.	
ABC ABC SPEC REPORT:IRAN-FRI(S)	2	11.30-11.54PM	11.30 11.45									9,230	12.1	8,010	10.5	24	10.9 9.8	FRI. FRI.	
ABC ABC SPEC REPORT:IRAN-MON(S)	2	11.30-11.47PM	11.30 11.45									8,320	10.9	7,940	10.4	28	10.5 9.7	MON. MON.	
ABC ABC SPEC REPORT:IRAN-THU(S)	1 2	11.30-11.47PM 11.30-11.51PM	11.30 11.30 11.45	8,240	10.8	8,010	10.5	27	10.5 10.0	THU. THU.		8,850	11.6	8,010	10.5	29	10.7 9.8	THU. THU.	
ABC ABC SPEC REPORT:IRAN-TUE(S)		11.30-11.46PM	11.30 11.45	9,610	12.6	9,000	11.8	31	11.9 10.9	TUE. TUE.		8,160	10.7	7,780	10.2	29	10.3 9.5	TUE. TUE.	
ABC ABC SPEC REPORT:IRAN-WED(S)	1 2	11.30-11.46PM 11.30-11.48PM	11.30 11.30 11.45	9,000	11.8	8,770	11.5	30	11.6 11.2	WED. WED.		10,450	13.7	9,840	12.9	36	12.9 12.6	WED. WED.	
ABC NEW YEAR'S ROCKIN EVE '80(S)	1	11.30-12.30AM	11.30 11.45 12.00 12.15	18,160	23.8	12,670	16.6	40 16.6* 39*	15.7 17.8 17.1 15.9	MON. MON. MON. MON.									
ABC ABC SPEC REPORT:IRAN-FRI(S)	1	11.45-12.07AM	11.45 12.00	9,920	13.0	8,550	11.2	28	11.3 11.1	FRI. FRI.									
ABC BARNEY MILLER-11.30	2	11.47-12.23AM	11.45 12.00									5,490	7.2	4,350	5.7	20	6.0 5.8	MON. MON.	
CONT'D																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC BARNEY MILLER 11.30-CONT'D			12.15											5.5* 20*	4.7	MON.	
ABC CHARLIE'S ANGELS-11.30	2	11.54- 1.02AM	11.45								8,090	10.6	5,650	7.4 24	7.3	FRI.	
			12.00											7.7* 23*	7.7	FRI.	
			12.15											7.8	7.8	FRI.	
			12.30											7.4	7.4	FRI.	
			12.45											7.1	7.1	FRI.	
			1.00											5.9	5.9	FRI.	
ABC LOVE BOAT-11.30	1	11.46-12.55AM	11.45	7,860	10.3	5,420	7.1	26	8.0	WED.							
	2	11.48-12.55AM	11.45								8,620	11.3	5,880	7.7 31	8.2	WED.	
			12.00						7.6	WED.				8.5	8.5	WED.	
			12.15						7.1	WED.				8.2* 32*	7.9	WED.	
			12.30						6.4	WED.				7.0	7.0	WED.	
			12.45						6.1	WED.				6.8* 33*	6.4	WED.	
ABC POLICE WOMAN	1	11.47-12.57AM	11.45	7,250	9.5	4,880	6.4	23	6.4	THU.							
	2	11.51-12.59AM	11.45								5,570	7.3	3,890	5.1 20	5.5	THU.	
			12.00						6.6	THU.				5.3	5.3	THU.	
			12.15						6.5	THU.				5.2* 19*	5.1	THU.	
			12.30						6.4	THU.				5.0	5.0	THU.	
			12.45						5.9	THU.				4.9* 23*	4.8	THU.	
ABC TUESDAY MOVIE-WEEK-PART 1	1	11.46-12.57AM	11.45	7,250	9.5	4,880	6.4	24	7.2	TUE.							
	2	11.46-12.54AM	11.45								5,880	7.7	3,430	4.5 17	5.6	TUE.	
			12.00						7.0	TUE.				4.9	4.9	TUE.	
			12.15						6.6* 24*	TUE.				4.5* 17*	4.0	TUE.	
			12.30						5.8	TUE.					3.9	TUE.	
			12.45						5.9	TUE.				4.0* 19*	4.1	TUE.	
ABC CHARLIE'S ANGELS-11.30	1	12.07- 1.15AM	12.00	7,320	9.6	5,420	7.1	23	7.7	FRI.							
			12.15						7.1	FRI.							
			12.30						7.2	FRI.							
			12.45						7.2	FRI.							
			1.00						6.6	FRI.							
ABC POLICE STORY	2	12.23- 1.21AM	12.15								3,890	5.1	2,750	3.6 19	3.7	MON.	
			12.30											3.6	3.6	MON.	
			12.45											3.6* 18*	3.6	MON.	
			1.00											3.7	3.7	MON.	
			1.15											3.6* 24*	3.4	MON.	
ABC BARETTA-THU.	1	12.57- 1.47AM	12.45	4,120	5.4	3,430	4.5	28	4.8	THU.							
	2	12.59- 1.42AM	12.45								3,200	4.2	2,590	3.4 22	3.9	THU.	
			1.00						4.6	THU.				3.7	3.7	THU.	
			1.15						4.6	THU.				3.5* 22*	3.3	THU.	
			1.30						4.2	THU.				3.1	3.1	THU.	
			1.45						4.1	THU.							
ABC BARETTA-WED.	1	12.55- 1.48AM	12.45	4,430	5.8	3,200	4.2	27	4.9	WED.							
	2	12.55- 1.46AM	12.45								4,350	5.7	3,280	4.3 29	5.1	WED.	
			1.00						4.5	WED.				4.8	4.8	WED.	
			1.15						4.2	WED.				4.4* 29*	4.0	WED.	
			1.30						3.8	WED.				3.9	3.9	WED.	
			1.45						3.3	WED.				4.1	4.1	WED.	
ABC TUESDAY MOVIE-WEEK-PART 2 CONT'D	1	12.57- 1.18AM	12.45	4,500	5.9	4,270	5.6	32	5.9	TUE.							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
ABC TUESDAY MOVIE-WEEK-PART 2-CONT'D																		
			1.00							5.6	TUE.							
			1.15							5.0	TUE.							
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	12,360	16.2	12,360	16.2	24	16.2	M-F	13,200	17.3	13,200	17.3	25	17.3	M-F	
CBS CBS NEWS SPECIAL RPT-FRI(S)	2	11.30-12.05AM	11.30								11,830	15.5	9,460	12.4	30	13.5	FRI.	
			11.45											12.7*	30*	11.9	FRI.	
			12.00													10.6	FRI.	
CBS HAPPY NEW YEAR,AMERICA(S)	1	11.30- 1.10AM	11.30	17,550	23.0	8,160	10.7	29	11.5	MON.								
			11.45				11.8*	27*	12.1	MON.								
			12.00						12.8	MON.								
			12.15				11.7*	30*	10.7	MON.								
			12.30						9.4	MON.								
			12.45				9.1*	27*	8.9	MON.								
			1.00						9.4	MON.								
CBS LATE MOVIE I		>	+GRID	8,240	10.8	5,570	7.3	23		TU-F	7,320	9.6	5,110	6.7	23		M-F	
			11.45											7.5*	22*	7.4	M-TH	
			12.00													6.9	M-F	
			12.15											6.5*	23*	6.3	M-F	
			12.30													5.9	M-F	
			12.45											5.0*	18*	4.8	M-F	
			1.00						4.1	FRI.						4.7	FRI.	
			1.15													3.6	FRI.	
CBS LATE MOVIE II	1	>	12.30	4,430	5.8	3,360	4.4	23	4.9	TU-F	4,270	5.6	3,590	4.7	27		M-F	
	2	>	+GRID													5.0	M-TH	
			12.45						5.0*	24*						5.2	M-F	
			1.00						4.5	TU-F						4.5	M-F	
			1.15						4.0	TU-F				5.6*	35*	4.5	M-F	
			1.30						3.7	FRI.						3.2	FRI.	
			1.45						3.5	FRI.				3.0*	18*	2.9	FRI.	
NBC NBC NEWS UPDATE-M-F	1	>	8.45	14,190	18.6	14,730	19.3	29	17.5	M-F	13,430	17.6	13,430	17.6	26	17.6	M-F	
	2	8.58- 8.59PM	8.45															
			9.30						22.8	TUE.								
NBC NBC NEWS SPECIAL REPORT(SUS)	1	11.30-12.03AM	11.30							MON.								
NBC TONIGHT SHOW	1	>	+GRID	10,680	14.0	6,260	8.2	27		M-F								
			11.45				11.1*	30*	10.4	TU-F								
			12.00						8.9	M-F								
			12.15				8.4*	27*	7.8	M-F								
			12.30						6.8	M-F								
			12.45				6.6*	25*	6.3	M-F								
			1.00						7.2	M & F								
			1.15						5.7	MON.								
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	1.00								5,110	6.7	2,900	3.8	23	5.1	FRI.	
			1.15											4.9*	23*	4.6	FRI.	
			1.30													4.2	FRI.	
			1.45											4.0*	24*	3.8	FRI.	
			2.00													2.9	FRI.	
			2.15											2.6*	20*	2.3	FRI.	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TOMORROW SHOW		>	*GRID	3,590	4.7	2,440	3.2	21		M-TH	3,130	4.1	2,440	3.2	22		M-TH		
			1.15				3.6*	22*	2.7	TU-TH									
			1.30						3.1	M-TH									
			1.45				3.0*	20*	3.0	M-TH			2.9*	20*	2.2	M-TH			
			2.00						3.0	M & TU									
			2.15						4.9	MON.									
NBC MIDNIGHT SPECIAL	1	1.17- 2.47AM	1.15	7,320	9.6	3,660	4.8	31	6.7	FRI.									
			1.30						5.6	FRI.									
			1.45				5.3*	30*	4.9	FRI.									
			2.00						4.5	FRI.									
			2.15				4.3*	31*	4.1	FRI.									
			2.30						3.3	FRI.									
			2.45						2.9	FRI.									
DAY MONDAY-FRIDAY																			
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	8,010	10.5	7,550	9.9	26	9.9	M-F	7,630	10.0	7,320	9.6	31	9.6	M-F		
ABC SUGAR BOWL GAME(S)	1	2.00- 5.14PM	2.00	25,260	33.1	11,980	15.7	32	14.5	TUE.									
			2.15				15.8*	31*	17.1	TUE.									
			2.30						16.3	TUE.									
			2.45				17.1*	35*	17.3	TUE.									
			3.00						17.6	TUE.									
			3.15				16.5*	33*	15.5	TUE.									
			3.30						14.7	TUE.									
			3.45				15.2*	31*	15.8	TUE.									
			4.00						16.4	TUE.									
			4.15				16.7*	34*	17.0	TUE.									
			4.30						16.3	TUE.									
			4.45				15.1*	30*	13.8	TUE.									
			5.00						11.0	TUE.									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								10,070	13.2	6,640	8.7	20	8.0	WED.		
			4.45											8.1*	20*	8.2	WED.		
			5.00													8.9	WED.		
			5.15											9.3*	21*	9.7	WED.		
CBS BEST OF SUNRISE SEMT.-MWF(SUS)	2	6.30- 7.00AM	6.30														M-F		
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUNRISE SEMESTER-MWF(SUS)	1	6.30- 7.00AM	6.30							M-F							M-F		
CBS COTTON BOWL PARADE(S)	1	10.00-11.30AM	10.00	18,540	24.3	11,140	14.6	37	9.3	TUE.									
			10.15				10.4*	30*	11.6	TUE.									
			10.30						13.6	TUE.									
			10.45				14.8*	37*	16.1	TUE.									
			11.00						18.2	TUE.									
			11.15				18.4*	42*	18.7	TUE.									
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00	4,270	5.6	2,670	3.5	18	3.3	THU.									
			10.15				3.3*	17*	3.3	THU.									
			10.30						3.7	THU.									
			10.45				3.7*	18*	3.6	THU.									
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,590	4.7	3,130	4.1	18	4.1	MNTHF	3,280	4.3	2,750	3.6	17	3.6	M-F		
CBS TOURNAMENT-ROSES PARADE(S)	1	11.30- 2.00PM	11.30	28,380	37.2	16,480	21.6	43	19.3	TUE.									
CONT'D																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		TOTAL AUDIENCE	AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %				HOUSEHOLDS (000)	%		HOUSEHOLDS (000)
DAY MONDAY-FRIDAY-CONT'D														
CBS TOURNAMENT-ROSES PARADE(S)-CONT'D			11.45			19.6*	44*	19.8	TUE.					
			12.00					20.9	TUE.					
			12.15			21.4*	43*	21.9	TUE.					
			12.30					22.1	TUE.					
			12.45			22.2*	43*	22.4	TUE.					
			1.00					22.9	TUE.					
			1.15			22.5*	43*	22.2	TUE.					
			1.30					22.2	TUE.					
			1.45			22.1*	41*	22.1	TUE.					
CBS COTTON BOWL GAME(S)	1	2.00- 5.05PM	2.00	27,390	35.9	11,670	15.3	31	18.3	TUE.				
			2.15				17.0*	34*	15.7	TUE.				
			2.30					15.5	TUE.					
			2.45			15.3*	31*	15.2	TUE.					
			3.00					15.4	TUE.					
			3.15			15.2*	31*	15.0	TUE.					
			3.30					15.4	TUE.					
			3.45			15.0*	31*	14.6	TUE.					
			4.00					14.4	TUE.					
			4.15			14.5*	30*	14.5	TUE.					
			4.30					15.1	TUE.					
			4.45			15.7*	31*	16.3	TUE.					
			5.00					12.0	TUE.					
CBS PEACH BOWL(S)	1	2.30- 5.47PM	2.30	20,600	27.0	8,770	11.5	30	9.5	MON.				
			2.45			9.3*	27*	9.0	MON.					
			3.00					9.4	MON.					
			3.15			9.8*	27*	10.1	MON.					
			3.30					11.0	MON.					
			3.45			11.3*	29*	11.5	MON.					
			4.00					11.6	MON.					
			4.15			11.4*	30*	11.3	MON.					
			4.30					12.3	MON.					
			4.45			12.3*	31*	12.3	MON.					
			5.00					12.8	MON.					
			5.15			13.1*	31*	13.5	MON.					
			5.30					14.5	MON.					
			5.45					14.7	MON.					
CBS AFTERNOON PLAYHOUSE(S)	1	4.00- 5.00PM	4.00	8,470	11.1	5,490	7.2	21	6.9	THU.				
			4.15			6.6*	20*	6.3	THU.					
			4.30					7.9	THU.					
			4.45			7.9*	23*	7.9	THU.					
CBS FESTIVAL OF LIVELY ARTS(S)	1	5.05- 6.00PM	5.00	5,720	7.5	3,130	4.1	8	4.8	TUE.				
			5.15			4.3*	8*	4.0	TUE.					
			5.30					3.8	TUE.					
			5.45			3.9*	7*	4.0	TUE.					
NBC TODAY SHOW-7.30AM-TUE(B)	1	7.30- 8.00AM	7.30	1,830	2.4	1,370	1.8	21	1.5	TUE.				
			7.45						2.1	TUE.				
NBC TODAY SHOW-8.30AM-TUE(B) CONT'D	1	8.30- 9.00AM	8.30	3,200	4.2	2,590	3.4	16	3.0	TUE.				

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
NBC TODAY SHOW-8.30AM-TUE(B)-CONT'D																	
			8.45						3.8	TUE.							
NBC NBC STAR SALUTE 1980(S)	1	10.00-11.30AM	10.00	12,130	15.9	6,180	8.1	24	7.0	TUE.							
			10.15				7.2*	26*	7.4	TUE.							
			10.30						8.3	TUE.							
			10.45				8.1*	24*	7.8	TUE.							
			11.00						8.5	TUE.							
			11.15				9.1*	24*	9.7	TUE.							
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F						M-F	
NBC TOURNAMENT-ROSES PARADE(S)	1	11.30- 2.00PM	11.30	20,070	26.3	11,140	14.6	29	12.3	TUE.							
			11.45				12.9*	29*	13.6	TUE.							
			12.00						14.4	TUE.							
			12.15				14.1*	28*	13.9	TUE.							
			12.30						15.4	TUE.							
			12.45				15.2*	29*	15.1	TUE.							
			1.00						14.8	TUE.							
			1.15				15.1*	29*	15.5	TUE.							
			1.30						15.6	TUE.							
			1.45				15.5*	29*	15.5	TUE.							
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F						M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F						M-F	
NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								7,940	10.4	5,040	6.6	16	6.1	TUE.
			4.15											6.2*	16*	6.3	TUE.
			4.30													6.5	TUE.
			4.45											7.0*	16*	7.5	TUE.
NBC ROSE BOWL FOOTBALL PRE(S)	1	4.30- 4.44PM	4.30	6,640	8.7	6,490	8.5	17	8.5	TUE.							
NBC ROSE BOWL GAME(S)	1	4.44- 8.00PM	4.30	34,790	45.6	21,820	28.6	49	8.8	TUE.							
			4.45						10.7	TUE.							
			5.00						22.7	TUE.							
			5.15				26.6*	51*	30.5	TUE.							
			5.30						31.9	TUE.							
			5.45				32.0*	59*	32.1	TUE.							
			6.00						30.9	TUE.							
			6.15				29.6*	51*	28.3	TUE.							
			6.30						27.7	TUE.							
			6.45				28.6*	47*	29.5	TUE.							
			7.00						31.4	TUE.							
			7.15				31.5*	50*	31.7	TUE.							
			7.30						33.4	TUE.							
			7.45				33.0*	51*	32.6	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,360	4.4	3,050	4.0	25	4.0		3,590	4.7	3,200	4.2	22	4.2	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,040	5.3	3,820	5.0	18	5.0		4,730	6.2	4,580	6.0	21	6.0	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,950	7.8	5,650	7.4	25	7.4		6,260	8.2	5,880	7.7	27	7.7	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,730	6.2	4,270	5.6	19	5.6		5,040	6.6	4,580	6.0	21	6.0	
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,520	3.3	2,290	3.0	23	3.0		2,900	3.8	2,820	3.7	28	3.7			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,040	5.3	3,660	4.8	27	4.8		4,960	6.5	4,350	5.7	29	5.7			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,490	8.5	6,410	8.4	38	8.4		6,870	9.0	6,490	8.5	34	8.5			
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	9,380	12.3	9,080	11.9	45	12.1 11.8		8,620	11.3	8,160	10.7	38	11.0 10.6			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,630	10.0	7,250	9.5	34	9.5		7,020	9.2	6,790	8.9	29	8.9			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	7,940	10.4	7,480	9.8	34	9.8		7,250	9.5	6,640	8.7	28	8.7			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,260	8.2	5,800	7.6	25	7.6		6,870	9.0	6,490	8.5	28	8.5			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,110	6.7	4,810	6.3	19	6.3		5,720	7.5	5,490	7.2	22	7.2			
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	6,790	8.9	6,640	8.7	25	8.7										
CBS IN THE NEWS- 1.26PM	1	1.26- 1.29PM	1.15	5,950	7.8	5,260	6.9	20	6.9										
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,430	4.5	3,280	4.3	26	4.3		3,820	5.0	3,510	4.6	24	4.6			
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	4,810	6.3	4,810	6.3	25	6.3		4,880	6.4	4,810	6.3	23	6.3			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,040	5.3	3,970	5.2	19	5.2		4,500	5.9	4,350	5.7	20	5.7			
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,810	6.3	4,730	6.2	22	6.2		5,420	7.1	5,260	6.9	23	6.9			
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,970	5.2	3,740	4.9	17	4.9		4,270	5.6	4,200	5.5	19	5.5			
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	5,110	6.7	4,810	6.3	22	6.3		4,040	5.3	3,970	5.2	18	5.2			
DAY SUNDAY																			
ABC DEAR ALEX & ANNIE(B)	2	11.26-11.29AM	11.15								1,530	2.0	1,370	1.8	7	1.8			
ABC DEAR ALEX & ANNIE-11.26AM	1	11.26-11.29AM	11.15	2,900	3.8	2,820	3.7	13	3.7										
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,980	3.9	2,590	3.4	12	3.4		1,680	2.2	1,530	2.0	8	2.0			
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	990	1.3	990	1.3	14	1.3		920	1.2	920	1.2	12	1.2			
CBS IN THE NEWS- 8.56AM-SUN.	2	8.56- 8.59AM	8.45								1,370	1.8	1,300	1.7	12	1.7			
CBS NBA BASKETBALL GAME	2	1.00- 3.19PM	-GRID 3.15								13,510	17.7	6,490	8.5	24	10.6			
CBS CBS SPTS SPEC.SP.ED.SUN(S)	2	3.19- 4.03PM	-GRID 4.00								10,380	13.6	7,400	9.7	25	9.9			
CBS CBS NEWS SPECIAL RPT-SUN(SUS)	1	6.27- 6.30PM	6.15																
NBC NCAA BASKETBALL-NAT'L 2	2	1.00- 3.12PM	-GRID 3.00								8,770	11.5	4,040	5.3	15	6.8			
NBC NFL CHAMPIONSHIP GAME-NBC(S)	1	1.00- 4.03PM	-GRID 4.00	35,780	46.9	26,090	34.2	68	30.0										